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**INDIANA COMMISSION ON PROPRIETARY EDUCATION***Board of Commissioners Meeting Memorandum*

**Date:** November 16, 2006

**From:** Rebecca Carter, Director of Regulatory Compliance

**Subject: THE ART INSTITUTE OF INDIANAPOLIS  
NEW ASSOCIATE OF SCIENCE DEGREE APPLICATIONS**

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**Staff Recommendation**

The commission staff recommends that The Art Institute of Indianapolis be granted the authority to award the Associate of Science degree and the Bachelor of Science degree in the following programs *with the stipulation that Instructor Qualification Record forms and supportive documentation will be submitted to the commission staff for review as initial additional faculty members are hired for the Hospitality Management and the Wine, Spirits and Beverage Management programs:*

**Associate of Science degree in:**

**Advertising  
Fashion and Retail Management  
Fashion Design  
Home Furnishings  
Hospitality Management  
Kitchen and Bath Design  
Photography  
Wine, Spirits and Beverage Management**

**Bachelor of Science degree in:**

**Advertising  
Game Art and Design  
Hospitality Management  
Media Arts and Animation  
Photography**

**Background Information**

The Art Institute of Indianapolis is nationally accredited by the Association of Independent Colleges and Schools.

The associate of science program consists of 112 quarter-credit hours of training and a minimum of 50% of the courses are in the Specialty and 35% of the remaining courses are in liberal arts. The faculty meets the criteria as stipulated in 570 IAC 1-10.1-4

The bachelor's degree programs consist of 192 quarter-credit hours of training and are consistent with other educational institution standards.

**Supportive Documentation**

1. Degree Applications
2. Instructor Qualification Record Forms

**INDIANA COMMISSION ON  
PROPRIETARY EDUCATION**

**DEGREE APPLICATION**  
*(New or Renewal program)*

*Use the <tab> key to advance to the next field, or select a field by clicking the cursor.*

Name of Institution The Art Institute of Indianapolis

Name of Program Fashion and Retail Management, Associate of Science

Level of Degree (AAS, AS, AA, BAS, BA, BS, MBA, MAS, MA, MS, Ph.D.) AS

Name of Person Preparing this Form Carol Kelley

Telephone Number 317-613-4800 Application Type

Date the Form was Prepared 9/04/06 ☒ New ☐ Renewal

**I. PROGRAM OBJECTIVES:** Describe what the program is designed to achieve and explain how it is structured in order to accomplish the objectives.

**Program Mission:**

The mission of the Associate degree in Fashion and Retail Management is to prepare students to begin careers in store and mall management, event promotion, sales, product and sales development, and small business ownership.

**Program Description:**

The Associate degree in Fashion and Retail Management program is a seven-quarter program that will offer experience across disciplines in business, fashion, and design, covering both soft and hard lines. This cross-functional focus will allow students to expand beyond traditional fashion design positions and choose among options in manufacturing, design and retailing. The content of the curriculum includes fashion industry trends and manufacturing, general business, management, operations and compliance, retailing, marketing, advertising, and design. Students will learn how to effectively bridge the gap between designers and the retail market. They will be required to both identify and anticipate fashion trends, as well as to develop the decision-making skills needed to insure that the preferred consumer goods are in stock at the appropriate time.

**Employment Outcomes:**

Graduates of this program may seek employment as:

Assistant Retail Store Manager  
Professional Visual Merchandiser  
Buyer/Assistant Buyer  
Merchandise Displayer  
Fashion Coordinator  
Event Promotion

Department Retail Sales Manager  
Marketing Assistant  
Merchandiser/Assistant Merchandiser  
Window Trimmer  
Creative Director  
Product and Sales Development

**INDIANA COMMISSION ON  
PROPRIETARY EDUCATION**

**DEGREE APPLICATION**

*(New or Renewal program)*

*Use the <tab> key to advance to the next field, or select a field by clicking the cursor.*

Name of Institution The Art Institute of Indianapolis

Name of Program Advertising, Associate of Science

Level of Degree (AAS, AS, AA, BAS, BA, BS, MBA, MAS, MA, MS, Ph.D.) AS

Name of Person Preparing this Form Carol Kelley

Telephone Number 317-613-4800 Application Type

Date the Form was Prepared 10/18/06 ☒ New ☐ Renewal

**I. PROGRAM OBJECTIVES:** Describe what the program is designed to achieve and explain how it is structured in order to accomplish the objectives.

**MISSION**

The Advertising Associate program provides graduates with the skills needed to work in the field of advertising, art direction, copywriting, and account supervision. A solid art foundation combined with hands-on advertising curricula, prepares students for entry-level positions with advertising agencies and departments, art studios and departments, marketing companies and departments, and production companies.

**PROGRAM DESCRIPTION:**

The Associate's level program in Advertising is a seven-quarter program. The program provides graduates with a foundation in design, copy writing, advertising campaign, marketing, business, and life skills needed to develop and sustain a career in advertising and related fields.

**PROGRAM FEATURES AND BENEFITS:**

An associate program in Advertising offers these features and benefits to The Art Institutes

- Fits within the mission of The Art Institutes
- Adds a new dimension to what is already taught in the design programs
- Includes components in copy writing, public relations, consumer behavior, research,

international marketing, and management

- Requires no new technology; however, program size would dictate need for additional capital and leasehold
- Allows for easy recruitment of faculty
- Provides an appealing opportunity for graduates of content production associate's programs, as they could return for a bachelor's credential in minimal time
- Presents a long shelf life, as the need for domestic and international marketing and advertising will not diminish in the future
- Provides a "unique" approach to advertising as most schools offer it through their business schools rather than a foundation in design
- Program exists and enjoys a good reputation at The Art Institute of California – San Diego
- Shared curricula with other programs
- Placement opportunities in most cities
- Good average starting salaries \$31,525 (FA 2000)

## **PROGRAM NEED:**

Advertising has changed dramatically since the first American advertising agency was opened in 1841 by Volney Palmer in Philadelphia. Over the last 160 years, advertising has made a place for itself between art and commerce. Nineteenth century advertising ephemera -- handbills, broadsides, calendars, almanacs, leaflets, trade cards -- are collected and displayed by museums and academic centers. Reproductions of these advertisements provide the average American with their view of Victorian times: soap advertised with beautiful drawings of fresh-faced girls with luxuriant hair, soft drinks from Hires Root Beer to Coca Cola sold with drawings like the famous Coca Cola Santa Claus, meticulous lithographs of products like Kodak's Bull's Eye camera, evocative line drawings of mothers and children used to sell household products.

The modern era of advertising was formed in the early years of the 20th century, with advertising agencies and their clients supporting war efforts, helping in the postwar efforts, and creating and claiming more brand names. Advertising became well known for its creativity and even more necessary as the arbiter between many businesses and the media who sold advertising space. When businesses wanted to be on the radio, they did it by essentially "owning" the show -- a half hour or hour that was theirs -- sponsored by their product. Company representatives got seats in the radio station and could suggest changes in the show they paid for.

Advertising agencies claimed the entire process -- agencies recommended places to advertise, negotiated with newspapers, magazines, television and the like and created campaigns across media. Agencies also conceived and created the advertisements, and worked with direct marketing firms to keep a campaign consistent. Manufacturing, retail, wholesale and other businesses were happy to turn over a complex and changing task to the creative and knowledgeable people who knew and enjoyed the process.

These days we see fewer broadsides and handbills, but find advertising in newspapers, magazines, television, radio, cable television, direct mail, billboards, and while we browse on the Internet. All of these media are outlets for the remarkable creativity of advertising executives and their staffs, who also take their attempt to “create and market brands” into new forms all the time --from T-shirts advertising a company to advertaisments on the Web. These branding efforts are a creatively demanding mix of visual excitement, snappy copy, and clever marketing.

## **Slowing Growth**

Throughout the 1990s, United States advertising growth nearly doubled, increasing from \$130 billion yearly to the \$249.8 billion projected for 2001. In 2001, however, agencies find themselves having a difficult year. The economy, of course, is a key factor. Americans have moved, in little more than one year, from peace and prosperity to war and recession. Online businesses suffered steep collapses in funding, revenue, and stock prices.

During the dot-com mania, newly founded e-companies spent a great deal of money on traditional advertising -- as much as the automotive industry did. Old Economy competitors fought back, spending *more* to keep their products in front of consumers, spending more, at least, than they had been at that point. For example, Super Bowl ad spots shot up in price. Magazines could negotiate higher prices and longer commitments from advertisers. Because they earned commissions as a percentage of advertising placed, advertising agencies benefited from this spending spree -- until the contraction hit. Now Old Economy client are negotiating different payment schemes, lower ad prices, and other concessions. Online companies stopped spending money on advertising in offline media in favor of e-mail newsletters, guerilla marketing and other lower-cost options.

Web advertising is still growing and is expected to see a growth in spending in 2002 while many other media are forecast to be down. A number of advertising agencies have come to the realization that they must include Web placement in the mix of media they offer clients -- if they can. Specialized agencies are still battling to take business away from the traditional firms. Clients move their business both to win financial concessions and to find more innovative answers to their changing needs.

The recent slowdown in ad spending brings average yearly growth in ad agency revenues to 4.3% from near double digit growth in the early to mid 1990s. Advertising agency revenues have grown from about \$45 billion in 1997 to a projected \$54.8 billion in 2001, still quite significant. Productivity in agencies, meaning the averaged amount of money each employee was expected to contribute to agency revenues grew minimally (1.3% per year), from \$175,800 per employee to \$187,500 estimated in 2001. While slowing, however, it is important to remember that advertising spending is still growing and advertising, as an industry, is still expected to be strong.

To stay competitive, advertising agencies are expected to propose that they perform

public relations and marketing tasks for clients to maintain agency revenue.

Robert Coen, Senior Vice President of Universal McCann's, forecasts that advertising spending in 2002 will grow to \$262.0 billion, up \$12.2 billion, rather than the multiples of that number seen in the last decade. Other pundits suggest a more positive view of the near future. Joe Mandese, writing in Media Buyer's Daily, believes that a return to corporate profitability among the nation's leading advertisers is an early indicator for an upturn in advertising demand. Of the 200 largest U.S. advertisers, only seven missed their earnings targets for November 2001.

## Industry Practices

There is a shifting sense of the balance of power between advertisers and agencies. Some clients have negotiated changes in the way agencies are paid. Rather than 15% commissions, clients are negotiating formulas based on hourly rate or setting up compensation based on performance. Some agencies have lowered their commissions to 10%. Brendan Ryan, CEO of FCB Worldwide believes that clients are losing faith.

Clients may feel they are paying too much or not getting the services and the results they believe they are paying for. For some clients, in these tougher economic conditions, advertising is sometimes seen as a luxury, perhaps frivolous. Some advertisers do not believe as Mr. Ryan does that "advertising is the single most powerful tool to produce profitable sales growth -- and to increase brand value, which in turns should further dramatically improve client profitability."

Clients talk about effectiveness rather than creativity and can be frustrated by a lack of agency accountability (for time or ad placement decisions). In addition, perhaps because agencies have been paid based on a percentage of the amount of advertising placed, ad agencies can seem occasionally reluctant to counsel that the client should not advertise.

The advertising trade organization, the American Association of Advertising Agencies (AAAA) delineated several key issues ahead.

- Large and small ad agencies will have widely divergent interests. Can the association serve both?
- The industry will continue consolidation, creating "mega holding companies".
- Ad agencies must become marketing communications agencies to survive.
- The Web is changing everything about advertising as well as business in general. Rather than a fringe issue, the Web is increasingly creating online replacements for business functions from human resources to purchasing to communication.
- Between consolidation and the Web, agencies must acknowledge an increasing globalization of their business.

- This globalization brings agencies into contact with government and regulatory issues, such as privacy.
- Given competition from new media and Wall Street, agencies find it is harder to attract quality people to the advertising business.
- Advertising agencies must create and nurture diversity in the workplace.
- Compensation issues which do not seem fair to agencies must be addressed head on.

Given changes in business functions and new alternatives for communication, such as e-mail and the transfer of video across public and private networks, advertising agencies must determine how to match the rate of change in other businesses so that they communicate and compete on the advertisers' level. Although ultimately these changes make businesses more productive, in the short term there is capital investment and training to pay for.

## **JOB MARKET**

### **Skills and Competencies**

The Advertising Program graduate is likely to find an entry-level position in an advertising agency, an advertiser's company, a media buying or media planning company or with other related communications companies. Regardless of employer, the student will be well-prepared if they work to acquire the following competencies:

- Demonstrate a working knowledge of the essentials of good design, incorporating color, layout, white space and typography
- Compare and contrast the various media used for advertising, including the Web, and delineate common pricing issues and usual practices for each
- Speak intelligently about the advertising industry, its history and current trends
- Describe the primary advertising functions: research, planning, creative, media, management, campaigns and delineate how these areas work together
- Write copy for advertising campaigns, understanding the role of copy
- Use good grammar and correct spelling as well as writing to communicate about companies, brands, products and services
- Acquire appropriate skills for one or more advertising functions.
- Work cooperatively in a team
- Speak effectively, write concisely, and listen attentively
- Define needs, think creatively, and develop unique problem-solving ability to support advertising proposals and projects
- Understand the business issues and industry concerns that advertising agencies face
- Prepare materials for presentation on the Web
- Develop competence with digital tools, whether business related (word processing, e-mail, a browser) or creative (Photoshop, Dreamweaver and the like)



## **Types of Employment**

Entry -level positions are most likely to be in the account management or media buying and planning sections of a firm. An advertising related internship while in school increases the graduate's advantage when applying for a position. Most entry-level positions in an advertising agency require an associate's degree as a minimum. Assistant account executive, assistant media planner or assistant media buyer are the most frequent positions recent graduates attain. Graduates can find work in:

- advertising agencies, both traditional and interactive
- boutique service agencies
- advertising departments in companies
- media sales companies and departments

Potential employees need to be creative on a tight schedule. More than a quarter of all advertising employees work more than 50 hours a week and many of them travel. Although frequently stressful and emotionally draining, advertising can also be rewarding and satisfying.

Upon graduation, the graduate of the associate program in Advertising may anticipate employment opportunities within a 0-3 year window including, but are not limited to:

- Account Executive – responsible for agency/media – client liaison
- Assistant Account Executive
- Account Supervisor – responsible for project's marketing results
- Advertising artist – project production
- Art Director – responsible for project visual image
- Copywriter – project's written message
- Creative Director – project's concept
- Graphic Artist or Designer – project production and image
- Assistant Copywriter
- Assistant Planner
- Junior Buyer
- Media Researcher
- Junior Project Director
- Assistant Research Executive
- Assistant Product Manager
- Sales Representative
- Sales Support Assistant
- Marketing Support Assistant
- Account Assistant
- Marketing Communications Assistant

## **Employment Market**

As with revenue, top agencies dominate the market. In 1999 the top 30 agency employers had 52,238 employees, or 28.2% of all agency employees. Although

advertising firms can be found throughout the country, New York city has the most agencies, followed by Chicago and Los Angeles. Other cities with a substantial number of firms are Detroit, San Francisco, Minneapolis, Boston, and Dallas. Thus, The Art Institutes might consider implementing the program on a limited basis in these targeted cities: Los Angeles, San Diego, Fort Lauderdale, Philadelphia, Chicago, and Dallas.

The industry grew from an estimated 268,000 workers in 1998 to nearly 300,000 in 2000. Four out of five advertising firms employ fewer than ten employees. One-person shops, where the individual is self-employed, constitute 15% of all firms.

Although employment in the advertising industry was forecast to grow 21% over the 1998-2008 period, faster than the average for all industries, the recent slowdown in revenue growth has tightened the job market. The 200 biggest American advertising agencies eliminated more than 18,000 jobs in 2001.

## **Salaries**

According to the Bureau of Labor Statistics, an average income for non-supervisory workers in the advertising industry in 1998 was \$33,000. Sales workers, a frequent entry point for recent graduates, averaged \$31,500. In 1997, a College Placement Council survey showed that starting salary offers to advertising majors started at approximately \$24,000. Salaries reflect an upward trend.

Despite the recent economic downturn, there should continue to be entry-level positions available. Those graduates with specific education in advertising and with Web skills will have an advantage when applying for work with advertising firms. If the recession continues, or if tobacco and alcohol are more severely restricted in their media outlets, there may continue to be slow growth in advertising-related employment.

**II. PROGRAM STRUCTURE:** List all courses in the program. Indicate course name, number, and number of credit hours or clock hours for each course.

NAME OF PROGRAM: Advertising, Associate of Science

TOTAL COURSE HOURS: 112 Check one: Quarter Hours ☒ ☐

Semester Hours 

Clock Hours

LENGTH OF PROGRAM: 7 Quarters TUITION: \$42,560

**SPECIALTY COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
AD121	Creative and Strategic Planning	3
AD124	History of Media & Mass Communication	3
AD141	Dynamics of Mass Communication	3
AD202	Copy and News Writing	3
AD230	Introduction to Advertising Campaign	3
AD235	Storyboarding	3
FM221	Public Relations and Promotion	3
GD101	Drawing and Perspective	3
GD102	Fundamentals of Design	3
GD104	Color Theory	3
GD113	Typography	3
GD114	Digital Imaging	3
GD121	Design Layout	3
GD123	Design Concepts	3
GD202	Electronic Design	3
GD204	Media Design	3
GD211	Digital Illustration	3
GD214	Corporate Identity	3
GD221	Print Production	3

**SPECIALTY COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
GD311	Advertising Design	3
RS114	Introduction to Business Practices	3
RS121	Fundamentals of Marketing	3
RS131	Fundamentals of Advertising	3
RS200	Career Development	3
RS201	Portfolio Preparation	3
RS202	Portfolio Presentation	3
RS260	Consumer Behavior	3
***	Elective	3

**GENERAL EDUCATION / LIBERAL ARTS COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
MS100	Computer Applications	4
GE110	English Composition	4
GE120	College Mathematics	4
GE130	Art History	4
GE140	Speech and Communication	4
GE150	Natural Science	4
GE160	Psychology	4

Number of Credit/Clock Hrs. in Specialty:            / 112 Percentage: 75  
Number of Credit/Clock Hrs. in General Courses: 4 / 112 Percentage: 4

If applicable:

Number of Credit/Clock Hrs. in Liberal Arts: 24 / 112 Percentage: 21

**III. LIBRARY: Please provide information pertaining to the library located in your institution.**

The library is located on the second floor of the Art Institute of Indianapolis.

The hours are :

Mon-	7:30 am	–	7:00 pm
Tues-	7:30 am	–	7:00 pm
Wed-	7:30 am	–	7:00 pm
Thur-	11:00 am	–	7:00 pm
Fri-	9:00 am	–	1:00 pm
Sat -	8:30 am	–	3:00 pm

There is one full time MLS librarian and two part time Student workers whose hours total 30 per week.

**2. Number of volumes of professional material:**

1656 volumes

**3. Number of professional periodicals subscribed to:**

48 periodicals

**4. Other library facilities in close geographical proximity for student access:**

Marion County Public Library  
Indianapolis Museum of Art Library  
Indiana University/Purdue University Indianapolis

**\*\* Include all required documentation pertaining to the qualifications of each instructor.**

Fill out form below: (PLEASE LIST NAMES IN ALPHABETICAL ORDER.)

[illegible]

## Employment Outlook:

Employment opportunities in retailing and merchandising exist in many regional, state, and national levels. Most of these positions in entry-level form would be store manager/assistant manager trainee positions, many of which are part of larger store chain training programs. These positions will involve basic sales and customer service duties as well as merchandise display and management trainee responsibilities. While employment opportunities in retailing and merchandising occur everywhere, positions in marketing, buying and some levels of merchandising are “corporate” jobs. These types of jobs are very likely to be found in larger metropolitan areas, particularly in major fashion centers such as New York and Chicago.

While many employment opportunities exist in store-level retailing for graduates with an associate's degree. Our students will be particularly desirable because the program has a strong business sequence. Fashion retailing and merchandising jobs exist in major cities like Chicago, Los Angeles, Philadelphia, and New York, where it is highly competitive, but there are also opportunities in every city that has local fashion retailers. Students who gravitate towards this field can live almost anywhere in the region.

The prospective Fashion and Retail Management graduate is entering a highly diverse field, and entry level positions, dependent upon location, offer salaries between \$25,000 to \$40,000 per year<sup>1</sup>. To qualify for these jobs, graduates will need a range of skills, including marketing and visual merchandising design basics, quantitative skills, a keen sales orientation and sense of creativity.

Fashion and Retail Management entry-level jobs vary widely and the salaries offered are equally as variable. Assistant Retail Store Managers and Department Retail Sales Managers can make from \$25,000 to \$40,000 per year or more, depending on experience and the size and profitability of the department/store. Buyers can earn from the low thirties to over \$45,000. Professional Visual Merchandisers can earn from \$35,000 to over \$50,000.<sup>1</sup>

Retail employment in Sales Supervision and Merchandising is available throughout the country. All retail stores need Assistant Managers and Managers, and large chains also employ a hierarchy of positions “managing managers” at district, regional and national levels. Data from the Bureau of Labor Statistics indicates that U.S. national employment for Retail Supervisors and Managers stood at 1,252,450 in 2001, the last full year for which statistics are available. This group earned an average wage of \$33,170.<sup>2</sup> The same data indicated an additional 49,510 positions as Merchandise Displayers and Window Trimmers, at a mean salary of \$24,570.<sup>2</sup>

Overall employment of wage and salary retail sales worker supervisors and managers is expected to increase 10 -20 percent for all occupations through the year 2005 as grocery stores, department stores, automotive dealerships, and other retail establishments grow in number and size. This reflects faster than average growth for the industry. Establishment size has been increasing as retailers seek to accommodate consumers' desires for a greater selection of merchandise and one-stop shopping. The specialization arising from creation of new departments within existing stores and the offering of additional product lines should spur the demand for store-level retail sales worker supervisors and managers.

Projected employment growth of retail managers will mirror, in part, the patterns of employment growth in industries in which they are concentrated. For example, a projected growth of 21 – 35 percent is expected in miscellaneous shopping goods stores and in appliance, radio, television,

and music stores. An increase of 10 – 20 percent is expected in drug stores and proprietary stores, shoe stores, gasoline service stations, and motor vehicle dealers. On the other hand, less than 10 percent growth is expected in department stores.

Unlike middle- and upper-level management positions, store-level retail supervisors and managers generally will not be affected by the restructuring and consolidating that is taking place at the corporate and headquarters level of many retail chain companies.

Because retail supervisors and managers comprise a large occupation, most job openings are expected to occur as experienced supervisors and managers move into higher levels of management, transfer to other occupations, or leave the labor force.

Information from Trendsetters.com, a fashion trend source found that buyers in America spend as much as \$176 billion per year on fashion. Despite relatively soft sales in 2001 and 2002 from higher numbers in 2000, this represents one of the most impressively large single industries in consumer retailing.<sup>3</sup> Within the fashion management framework, apparel continues to be the largest segment of the fashion industry.

But at the same time, there are coexisting trends in the marketplace that point to opportunities for graduates trained in the latest business practices and technologies, and versed in competitive strategies. Some of these emerging opportunities include:

**New Technologies:** Most large fashion manufacturers have adopted not only computerized production devices, but have integrated the latest and most powerful computer networks throughout their global supply chains, linking distributors and suppliers from around the globe.

**Internet retailing:** Apparel is one of the biggest retail categories on the Internet, with U.S. sales of about \$5.2 billion in 2002, up from \$4.4 billion in 2001, according to Shop.org, the online arm of the National Retail Federation<sup>4</sup>. Gap Inc., for example, the largest U.S. specialty apparel retailer (with sales of \$13 billion last year), has added retail sales from the Internet to combat the recent decline in earnings. Stores increasingly use their Internet presence not only to sell merchandise obtainable in their stores but also to stock specialty merchandise not readily available on location.

Additional industry trends which create opportunities for well-educated graduates include: the growing globalization of the industry, including “overseas” outsourcing and the creation of new markets for fashion. Globalization creates a demand for fashion marketers and merchandisers with sensitivity to other languages, cultures and tastes. A basic understanding of the elements of international business is increasingly required.

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<sup>1</sup>Salary data from SALARY.COM: The Salary Wizard is an interactive database of up-to-date market compensation information. Unlike compensation surveys, which report data effective as of a fixed date, the Salary Wizard is a report of a continual research study. It includes data on approximately 1,200 unique jobs and 4,000 job titles that can be mapped to those jobs. The data is intended to provide a *reasonable range* for typical cash compensation earned by the typical person working in that job. The data used to develop the pay levels shown in the Salary Wizard is based on the pay practices of companies of all industries, companies of all sizes, and companies from all around the United States.

<sup>2</sup>Source: The national employment and wage data from the Occupational Employment Statistics survey by occupation, 2001, Bureau of Labor Statistics.

<sup>3</sup>Source: Trendsetters.com

<sup>4</sup>Vault Career Guide to Fashion Industry, 2003. Holly Van and the Staff of Vault. [www.vault.com](http://www.vault.com).



**II. PROGRAM STRUCTURE:** List all courses in the program. Indicate course name, number, and number of credit hours or clock hours for each course.

NAME OF PROGRAM: Fashion and Retail Management, Associate of Science

TOTAL COURSE HOURS: 112 Check one: Quarter Hours ☒  
Semester Hours ☐  
Clock Hours ☐

LENGTH OF PROGRAM: 7 Quarters TUITION: \$42,560

**SPECIALTY COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
FD140	Apparel Evaluation & Production	3
FD220	Production Processes	3
FM112	Introduction to Retailing	3
FM131	Elements of Retail Operations & Technology	3
FM204	Media Planning and Buying	3
FM221	Public Relations & Promotion	3
FM225	Brand Strategy	3
FM231	Visual Merchandising	3
FM232	Sales & Event Promotion	3
FM234	Professional Selling	3
FS100	Survey of the Fashion Industry	3
FS111	Fashion History I	3
FS125	Fashion Sketching & Illustration	3
FS223	Trends and Concepts in Apparel	3
GD101	Drawing and Perspective	3
GD102	Fundamentals of Design	3
GD104	Color Theory	3
RS111	Business Law	3
RS114	Introduction to Business Practices	3

**SPECIALTY COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
RS121	Fundamentals of Marketing	3
RS131	Fundamentals of Advertising	3
RS200	Career Development	3
RS201	Portfolio Preparation	3
RS221	Introduction to Accounting Principles	3
RS260	Consumer Behavior	3
RS299	Internship	3
***	Program Elective	3

**GENERAL EDUCATION / LIBERAL ARTS COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
MS100	Computer Applications	4
GE110	English Composition	4
GE120	College Mathematics	4
GE121	Retail Mathematics	3
GE130	Art History	4
GE140	Speech and Communication	4
GE150	Natural Science	4
GE160	Psychology	4

Number of Credit/Clock Hrs. in Specialty:	<u>81</u>	/	<u>112</u>	Percentage:	<u>72</u>
Number of Credit/Clock Hrs. in General Courses:	<u>4</u>	/	<u>112</u>	Percentage:	<u>4</u>

If applicable:

Number of Credit/Clock Hrs. in Liberal Arts:	<u>27</u>	/	<u>112</u>	Percentage:	<u>24</u>
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**2. Number of volumes of professional material:**

1656 volumes

**3. Number of professional periodicals subscribed to:**

48 periodicals

**4. Other library facilities in close geographical proximity for student access:**

Marion County Public Library  
Indianapolis Museum of Art Library  
Indiana University/Purdue University Indianapolis

**\*\* Include all required documentation pertaining to the qualifications of each instructor.**

**Total # of Faculty in the Program:** 8      **Full-time:** 1      **Part-time:** 7

**Fill out form below: (PLEASE LIST NAMES IN ALPHABETICAL ORDER.)**

[illegible]

**INDIANA COMMISSION ON  
PROPRIETARY EDUCATION**

**DEGREE APPLICATION**  
*(New or Renewal program)*

*Use the <tab> key to advance to the next field, or select a field by clicking the cursor.*

Name of Institution The Art Institute of Indianapolis

Name of Program Fashion Design, Associate of Science

Level of Degree (AAS, AS, AA, BAS, BA, BS, MBA, MAS, MA, MS, Ph.D.) AS

Name of Person Preparing this Form Carol Kelley

Telephone Number 317-613-4800 Application Type

Date the Form was Prepared 9/04/06 ☒ New ☐ Renewal

**I. PROGRAM OBJECTIVES: Describe what the program is designed to achieve and explain how it is structured in order to accomplish the objectives.**

Fashion Design offers creative opportunities to transform design ideas into garments and accessories that consumers will want and enjoy. The intensive training at the Art Institute of Indianapolis emphasizes innovation and creativity in fashion, while providing the student with the professional entry-level skills and technical knowledge necessary for a successful career in the fashion industry.

Students are introduced to sewing, flat pattern drafting and draping to provide a solid foundation in the fundamentals of apparel engineering. Design courses emphasize the principles and aspects of good design and the drawing and illustration techniques essential for design communication. Advanced course work in design allows students to take ideas from concept to completion. Students gain personal satisfaction from building their creative expressions into realities through the development of products, lines and collections. Opportunities for specialization are also available. Juried fashion shows and competitions allow students to present their work to panels of industry professionals.

Quick Response (QR) and Computer-Aided Design (CAD) play important roles in the preparation of Fashion Design students. Students learn computer pattern drafting, grading and marker making through training on program specific software and hardware. Product Data management software prepares students to monitor product development and distribution, produce product reports, perform cost analysis for materials and labor and create technical drawings with detailed product specifications. A thorough understanding of all facets of apparel manufacturing allows students to critique their creations from many viewpoints: as art, as fashion statements and as saleable products.

CAD systems are also integrated into course work for printed, woven and knitted textile design. Students create virtual textile samples, which are draped on apparel forms, bridging the gap between concept and visualization in the exploration of design solutions.

Business practices, industry procedures, and client relations are studied to support the creative side of design and provide students with a realistic view of the world of work. The College will also hold a yearly fashion show that highlights the fashion design work of students.

Graduates will be well prepared for entry-level positions in the field of fashion design such as a product developer, design assistant, CAD designer, pattern maker colorist, technical designer and piece-goods buyer.

**II. PROGRAM STRUCTURE:** List all courses in the program. Indicate course name, number, and number of credit hours or clock hours for each course.

NAME OF PROGRAM: Fashion Design, Associate of Science

TOTAL COURSE HOURS: 112

Check one: Quarter Hours ☒

Semester Hours ☐

Clock Hours ☐

LENGTH OF PROGRAM: 7 Quarters TUITION: \$42,560

**SPECIALTY COURSES:**

Course Number	Course Title	Course Hours
FD121	Construction I	3
FD131	Patternmaking I	3
FD140	Apparel Evaluation & Production	3
FD211	Draping	3
FD220	Production Processes	3
FD221	Construction II	3
FD231	Patternmaking II	3
FD235	Computer Design	3
FD277	Computerized Grading and Markers	3
FS100	Survey of the Fashion Industry	3
FS111	Fashion History I	3
FS125	Fashion Sketching & Illustration	3
FS211	Fashion Industry II	3
FS223	Trends and Concepts in Apparel	3
GD101	Drawing and Perspective	3
GD102	Fundamentals of Design	3
GD104	Color Theory	3
GD114	Digital Imaging	3
ID123	Textile Science	3

**SPECIALTY COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
RS114	Introduction to Business Practices	3
RS111	Business Law	3
RS121	Fundamentals of Marketing	3
RS200	Career Development	3
RS201	Portfolio Preparation	3
RS202	Portfolio Presentation	3
RS299	Internship	3
***	Program Elective	3
***	Program Elective	3

**GENERAL EDUCATION / LIBERAL ARTS COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
MS100	Computer Applications	4
GE110	English Composition	4
GE120	College Mathematics	4
GE130	Art History	4
GE140	Speech and Communication	4
GE150	Natural Science	4
GE160	Psychology	4

Number of Credit/Clock Hrs. in Specialty:	<u>84</u>	/	<u>112</u>	Percentage:	<u>75</u>
Number of Credit/Clock Hrs. in General Courses:	<u>4</u>	/	<u>112</u>	Percentage:	<u>4</u>

If applicable:

Number of Credit/Clock Hrs. in Liberal Arts:	<u>24</u>	/	<u>112</u>	Percentage:	<u>21</u>
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**III. LIBRARY: Please provide information pertaining to the library located in your institution.**

The library is located on the second floor of the Art Institute of Indianapolis.

The hours are :

Mon-	7:30 am	–	7:00 pm
Tues-	7:30 am	–	7:00 pm
Wed-	7:30 am	–	7:00 pm
Thur-	11:00 am	–	7:00 pm
Fri-	9:00 am	–	1:00 pm
Sat -	8:30 am	–	3:00 pm

There is one full time MLS librarian and two part time Student workers whose hours total 30 per week.

**2. Number of volumes of professional material:**

1656 volumes

**3. Number of professional periodicals subscribed to:**

48 periodicals

**4. Other library facilities in close geographical proximity for student access:**

Marion County Public Library  
Indianapolis Museum of Art Library  
Indiana University/Purdue University Indianapolis



**\*\* Include all required documentation pertaining to the qualifications of each instructor.**

**Total # of Faculty in the Program:** 7 **Full-time:** 1 **Part-time:** 6

**Fill out form below: (PLEASE LIST NAMES IN ALPHABETICAL ORDER.)**

[illegible]

**INDIANA COMMISSION ON  
PROPRIETARY EDUCATION**

**DEGREE APPLICATION**  
*(New or Renewal program)*

*Use the <tab> key to advance to the next field, or select a field by clicking the cursor.*

Name of Institution The Art Institute of Indianapolis

Name of Program Home Furnishings, Associate of Science

Level of Degree (AAS, AS, AA, BAS, BA, BS, MBA, MAS, MA, MS, Ph.D.) AS

Name of Person Preparing this Form Carol Kelley

Telephone Number 317-613-4800 Application Type

Date the Form was Prepared \_\_\_\_\_ ☒ New ☐ Renewal

**I. PROGRAM OBJECTIVES:** Describe what the program is designed to achieve and explain how it is structured in order to accomplish the objectives.

**MISSION**

Interior Merchandising prepares students for entry level positions in home furnishings industries. Students fulfill their creative vision by applying problem solving skills and design fundamentals to the business, marketing, and sales of home fashions. Through competencies acquired in the program, students gain skills to advance in their careers.

**PROGRAM DESCRIPTION:**

The Home Furnishings Merchandising program prepares students for entry level positions in the home furnishings industries. Students study the business, marketing, trends, and sales of home fashions, as well as the fundamentals of design, display and merchandising. Graduates learn to manipulate home products to appeal to the consumer at the point of sale. Upon graduation, students are prepared to enter the marketplace in sales, store displays and visuals, buying, photo styling, merchandising, purchasing, and event planning

**PROGRAM NEED:**

The Art Institutes' decisions on programs to offer reflect employment trends and career choices of potential students. Where the jobs are as well as what careers are in vogue obviously influences what The Art Institute offers as well as the program mix.

Over the past few years, several trends have influenced interest in the areas of interior design and merchandising specifically in the fashion area home furnishings. Some of these trends include:

- Grow of home entertainment centers
- Working from home
- Cacooning of the population
- Popularity of home decorating shows

- Low interest rates that provide for remodeling, buying homes
- Shift in economy from manufacturing to service
- Continued growth in the demand for consumer goods and services related to population growth
- Aging of the baby boomers
- Increase in youth population aged 16 to 24
- Faster rate of growth of the number of women than men in the work force

According to the U.S. Department of Labor, employment is expected to increase by 13.8 % in the area of retail trade. Another positive indicator for programs in the area of merchandising comes from a positive percent of change in total employment for sales of approximately 13 %.

In addition, retail salespersons, customer service representative, and sales representative represent occupations with the largest numerical increase in employment projected 2002 -2012. The traditional occupations for women of word processors and secretaries are jobs that are predicted to have numerical decreases in employment. Careers in the area of merchandising represent a viable career choice for those who would either enter or deploy from areas of word processing and secretarial.

The Art Institutes has an established reputation in the areas of interior design and fashion marketing. A program coupling these two areas builds upon this reputation. An associate program that provides focused training in home furnishings merchandising aligns with trends in employment and career interest.

## **PROGRAM FEATURES AND BENEFITS:**

An associate program in Home Furnishing Merchandising offers these features and benefits to Education Management Corporation

- Fits within the mission of The Art Institutes to provide career-focused, entry level employment
- Adds a new dimension to what is already taught in the fashion and interior design programs
- Requires no new technology; however, program size would dictate need for additional capital and leasehold
- Allows for easy recruitment of faculty
- Current interest in the job market
- Aligns with current trends in “cocooning,” setting up home offices, working from home, home entertainment spaces
- Provides a “unique” approach to merchandising
- Shared courses with other programs
- Targeted school locations that currently have Fashion Merchandising and Interior Design.
- Placement opportunities in most cities.
- Shares existing resources; i.e., faculty, facilities, library, technology, materials
- Convertible to online delivery method
- Easily understood and marketable
- Good placement potential

## **Employment Market**

The employment market for jobs in this area continues to be promising. Graduates of the program may find employment in a number of different types of retail establishments from specialty boutiques to large retail chains. Graduates have skills to obtain entry level positions retail or wholesale organizations in sales, inventory control, buying, and visual merchandising.

While positions in the field exist, salaries tend to be low.

Organizations where graduates may find employment include but are not limited to

- Lowes
- Home Depot
- Pier I
- Pottery Barn
- Sears
- Target
- IKEA
- Crate & Barrel
- K Mart
- Wal-Mart
- Costco Home
- Major department stores
- Major furniture stores
- Furniture stores
- Manufacturer show rooms
- Builders/developers
- Bombay
- Bed, Bath, & Beyond
- Linens & Things

## **Types of Employment**

Graduates from the associate program in Home Furnishings Merchandising may anticipate job opportunities including but not limited to

- Sales person
- Sales representative
- Personal shopper
- Builder's representative
- Trade show representative
- Visual merchandiser
- Photostylist
- Set decorator
- Table top designer

Event party planner  
Assistant buyer  
Store manager  
Expediter  
Inventory controller  
Assistant planner  
Management trainee  
Marketing associate

**Salaries**

While salaries vary, students graduating from the associate degree program may expect salaries in the range of \$25,000 to \$30,000

**II. PROGRAM STRUCTURE:** List all courses in the program. Indicate course name, number, and number of credit hours or clock hours for each course.

NAME OF PROGRAM: Home Furnishings, Associate of Science

TOTAL COURSE HOURS: 112

Check one: Quarter Hours ☒

Semester Hours ☐

Clock Hours ☐

LENGTH OF PROGRAM: 7 Quarters TUITION: \$42,560

**SPECIALTY COURSES:**

Course Number	Course Title	Course Hours
FM112	Introduction to Retailing	3
FM204	Media Planning and Buying	3
FM231	Visual Merchandising	3
FM234	Professional Selling	3
FM331	Merchandise Management	3
GD101	Drawing & Perspective	3
GD102	Fundamentals of Design	3
GD104	Color Theory	3
HF100	Survey of Home Furnishings	3
HF111	Home Furnishings Planning & Application	3
HF231	Visual Merchandising for Home Furnishings Windows	3
HF232	Visual Merchandising for Home Furnishings Displays	3
HF223	Trends & Forecasting for Home Furnishings	3
HF214	The Business of Home Furnishings	3
ID110	History of Furniture	3
ID112	Color Rendering	3
ID123	Textile Science	3
RS114	Introduction to Business Practices	3
RS121	Fundamentals of Marketing	3

**SPECIALTY COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
RS131	Fundamentals of Advertising	3
RS200	Career Development	3
RS201	Portfolio Preparation	3
RS299	Internship	3
RS260	Consumer Behavior	3
***	Elective	3
***	Elective	3
***	Elective	3

**GENERAL EDUCATION / LIBERAL ARTS COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
MS100	Computer Applications	4
GE110	English Composition	4
GE120	College Mathematics	4
GE121	Retail Mathematics	3
GE140	Speech and Communication	4
GE150	Natural Science	4
GE160	Psychology	4
GE200	Sociology	4

Number of Credit/Clock Hrs. in Specialty:	<u>81</u>	/	<u>112</u>	Percentage:	<u>72</u>
Number of Credit/Clock Hrs. in General Courses:	<u>4</u>	/	<u>112</u>	Percentage:	<u>4</u>

If applicable:

Number of Credit/Clock Hrs. in Liberal Arts:	<u>27</u>	/	<u>112</u>	Percentage:	<u>24</u>
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Thur-	11:00 am	–	7:00 pm
Fri-	9:00 am	–	1:00 pm
Sat -	8:30 am	–	3:00 pm

There is one full time MLS librarian and two part time Student workers whose hours total 30 per week.

**2. Number of volumes of professional material:**

1656 volumes

**3. Number of professional periodicals subscribed to:**

48 periodicals

**4. Other library facilities in close geographical proximity for student access:**

Marion County Public Library  
Indianapolis Museum of Art Library  
Indiana University/Purdue University Indianapolis



**\*\* Include all required documentation pertaining to the qualifications of each instructor.**

**Total # of Faculty in the Program:** 10 **Full-time:** 1 **Part-time:** 9

Fill out form below: (PLEASE LIST NAMES IN ALPHABETICAL ORDER.)

[illegible]

**INDIANA COMMISSION ON  
PROPRIETARY EDUCATION**

**DEGREE APPLICATION**  
*(New or Renewal program)*

*Use the <tab> key to advance to the next field, or select a field by clicking the cursor.*

Name of Institution The Art Institute of Indianapolis

Name of Program Hospitality Management, Associate of Science

Level of Degree (AAS, AS, AA, BAS, BA, BS, MBA, MAS, MA, MS, Ph.D.) AS

Name of Person Preparing this Form Carol Kelley

Telephone Number 317-613-4800 Application Type

Date the Form was Prepared 10/19/06 ☒ New ☐ Renewal

**I. PROGRAM OBJECTIVES:** Describe what the program is designed to achieve and explain how it is structured in order to accomplish the objectives.

**Program Mission**

The mission of the Hospitality Management program is to prepare future leaders for entry level management in the hospitality industry and to provide a quality educational environment for students to become learners, to possess the skills, knowledge, creativity, and ethics necessary in the rapidly changing, culturally diverse hospitality industry.

**Program Description**

The program will blend theoretical and hands-on learning in the areas of management, human resources, accounting, food and beverage operations and lodging operations. Externships are an integral part of the curriculum as they provide an opportunity for application to real world situations in entry level management positions in restaurant, catering, hotels and other segments of the hospitality industry. Students also have the opportunity to focus on special topics related to the hospitality industry via their electives.

The Hospitality Management Associate degree program contains several curriculum threads. These include:

**Food and Beverage**

Introduction to Culinary Skills  
Theories and Concepts of Culinary Techniques  
Sanitation & Safety  
Introduction to Pastry  
Menu Management  
Beverage Management

**Financial**

Introduction to Accounting Principles

**Management**

Introduction to Hospitality Industry  
Purchasing & Product Identification  
Trends in Hospitality  
Customer Service  
Hospitality Marketing  
Catering and Event Management  
Facilities Management and Design  
Foodservice Technology and Information Systems  
Externships

**Lodging**

Hotel Operations

**Human Resource Management**

Career Development Supervision

**Analysis of Employment and Salary Range**

Graduates of this program may expect to work in the diverse environment of the hospitality industry. This includes hotels and lodging, conference centers and resorts, hospitals and long-term health care facilities, and food preparation firms including larger food production companies, national chains and franchises, and catering.

Some of the positions that graduates of this program may expect to hold are: Hotel Assistant Manager, Assistant Food Service Manager, and other entry-level management positions. Traditionally, restaurant managers have been promoted from their positions as servers, cooks, or cashiers in smaller independently owned restaurants. Many companies, both large and small, are now looking for managers that possess an Associate's degree. These positions include responsibilities in both "front of the house" which is visible to guest and patrons and "back of the house" which include administrative responsibilities that allow a business or facility to run smoothly. The preferred degree is an Associate's degree in Hospitality Management. Externships and work experience in this field enhance a student's opportunity for employment as does a second language, preferably Spanish.

**II. PROGRAM STRUCTURE:** List all courses in the program. Indicate course name, number, and number of credit hours or clock hours for each course.

NAME OF PROGRAM: Hospitality Management, Associate of Science

TOTAL COURSE HOURS: 112 Check one: Quarter Hours ☒  
Semester Hours ☐  
Clock Hours ☐

LENGTH OF PROGRAM: 7 Quarters TUITION: \$42,560

**SPECIALTY COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
<u>CUL103</u>	<u>Introduction to Culinary Skills</u>	<u>6</u>
<u>CUL104</u>	<u>Theories &amp; Concepts of Culinary Techniques</u>	<u>3</u>
<u>CUL112</u>	<u>Sanitation and Safety</u>	<u>3</u>
<u>CUL121</u>	<u>American Regional Cuisine</u>	<u>6</u>
<u>CUL132</u>	<u>Management by Menu</u>	<u>3</u>
<u>CUL135</u>	<u>Purchasing &amp; Product Identification</u>	<u>3</u>
<u>CUL141</u>	<u>Regional American Cuisine</u>	<u>3</u>
<u>CUL212</u>	<u>Career Development Supervision</u>	<u>3</u>
<u>CUL242</u>	<u>Planning &amp; Controlling Costs</u>	<u>3</u>
<u>CUL249</u>	<u>Introduction to Pastry Techniques &amp; Artistry</u>	<u>6</u>
<u>CUL252</u>	<u>Food &amp; Beverage Operations Management</u>	<u>3</u>
<u>CM303</u>	<u>Etiquette for Today's Professional</u>	<u>3</u>
<u>CM330</u>	<u>Facilities Management &amp; Design</u>	<u>3</u>
<u>CM337</u>	<u>Foodservice Technology &amp; Information</u>	<u>3</u>
<u>CM343</u>	<u>Hospitality Marketing</u>	<u>3</u>
<u>HM101</u>	<u>Introduction to Hospitality Industry</u>	<u>3</u>
<u>HM111</u>	<u>Service Management</u>	<u>3</u>
<u>HM115</u>	<u>Trends in Hospitality</u>	<u>3</u>
<u>HM221</u>	<u>Internal Controls for the Hospitality Industry</u>	<u>3</u>

**SPECIALTY COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
HM231	Customer Service	3
HM251	Hotel Operations	3
RS299	Internship	3
RS221	Introduction to Accounting Principles	3
****	Elective	3
****	Elective	3

**GENERAL EDUCATION / LIBERAL ARTS COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
MS100	Computer Applications	4
MS101	Nutrition Science	4
GE110	English Composition	4
GE120	College Mathematics	4
GE160	Psychology	4
GE201	Historical & Political Issues	4
GE280	Conversational Spanish I	4

Number of Credit/Clock Hrs. in Specialty:	<u>84</u>	/	<u>112</u>	Percentage:	<u>75</u>
Number of Credit/Clock Hrs. in General Courses:	<u>8</u>	/	<u>112</u>	Percentage:	<u>7</u>

If applicable:

Number of Credit/Clock Hrs. in Liberal Arts:	<u>20</u>	/	<u>112</u>	Percentage:	<u>18</u>
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**III. LIBRARY: Please provide information pertaining to the library located in your institution.**

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Wed-	7:30 am	–	7:00 pm
Thur-	11:00 am	–	7:00 pm
Fri-	9:00 am	–	1:00 pm
Sat -	8:30 am	–	3:00 pm

There is one full time MLS librarian and two part time Student workers whose hours total 30 per week.

**2. Number of volumes of professional material:**

1656 volumes

**3. Number of professional periodicals subscribed to:**

48 periodicals

**4. Other library facilities in close geographical proximity for student access:**

Marion County Public Library  
Indianapolis Museum of Art Library  
Indiana University/Purdue University Indianapolis

**\*\* Include all required documentation pertaining to the qualifications of each instructor.**

**Total # of Faculty in the Program:** 2 **Full-time:** 0 **Part-time:** 2

**Fill out form below: (PLEASE LIST NAMES IN ALPHABETICAL ORDER.)**

[illegible]

**INDIANA COMMISSION ON  
PROPRIETARY EDUCATION**

**DEGREE APPLICATION**  
*(New or Renewal program)*

*Use the <tab> key to advance to the next field, or select a field by clicking the cursor.*

Name of Institution The Art Institute of Indianapolis

Name of Program Kitchen and Bath Design, Associate of Science

Level of Degree (AAS, AS, AA, BAS, BA, BS, MBA, MAS, MA, MS, Ph.D.) AS

Name of Person Preparing this Form Carol Kelley

Telephone Number 317-613-4800 Application Type

Date the Form was Prepared \_\_\_\_\_ ☒ New ☐ Renewal

**I. PROGRAM OBJECTIVES:** Describe what the program is designed to achieve and explain how it is structured in order to accomplish the objectives.

**MISSION**

The mission of the program is to prepare students for the kitchen & bath industry. The curriculum offers educational content that recognizes the professional standards of the kitchen and bath field.

**PROGRAM DESCRIPTION**

The Kitchen and Bath Design program will prepare students for entry level positions with a focused specialization in these two important areas of the home. Upon completion of the program, students will be able to participate in the design, sales, and installation of kitchen and bath projects.

Typical duties would include: selection of products, working with showrooms, complete drawings and related construction documents. Kitchen and bath designers work with contractors, builders, manufacturers, retailers and private clients for completion of design development, budget management and installation of kitchen and baths.

**PROGRAM NEED**

Kitchen and bath represents a growing specialization within the interior's field. The kitchen and bath not only represent the most frequently refurbished areas of the home but also a principal focus for new construction. Anticipated continued growth in new construction and residential remodeling substantiate a need for people with skills in kitchen and bath design.

According to Ian Sole, Senior VP of Sales and Marketing of American Woodmark Corporation,



currently the kitchen and bath industry faces a shortage of qualified designers. Currently, those interested in gaining specialized education in this area of interiors have the option of taking either courses embedded in an interior design curriculum or continuing education courses. Few colleges or universities offer specialized programs in this area. Through offering a dedicated program in the area of Kitchen and Bath Design, The Art Institutes could position themselves on the forefront of a growing field.

Over the past few years, the number of NKBA supported and endorsed programs have grown considerably. The majority of supported or endorsed programs are embedded. As with any field in its infancy, education lags employment. Initially employees are trained on the job. As education becomes available, employers begin to require related education which provides transferable skill sets. As the field matures, employers begin to require degrees in the field. With a dedicated program in Kitchen and Bath Design, The Art Institutes could position itself as the educator of choice.

**II. PROGRAM STRUCTURE:** List all courses in the program. Indicate course name, number, and number of credit hours or clock hours for each course.

NAME OF PROGRAM: Kitchen and Bath Design, Associate of Science

TOTAL COURSE HOURS: 112 Check one: Quarter Hours ☒  
Semester Hours ☐  
Clock Hours ☐

LENGTH OF PROGRAM: 7 Quarters TUITION: \$42,560

**SPECIALTY COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
FM234	Professional Selling	3
GD101	Drawing and Perspective	3
GD102	Fundamentals of Design	3
GD104	Color Theory	3
ID111	Architectural Drafting I	3
ID113	Introduction to Interiors	3
ID122	Materials and Sources	3
ID202	Space Planning	3
ID204	CAD I	3
ID205	Graphic Presentation	3
ID130	History of Kitchen & Bath	3
ID124	Universal Design/Human Factors, Codes	3
ID201	Products and Appliances	3
ID222	Universal Kitchen	6
ID225	Kitchen and Bath Building Interior Systems	3
ID250	Kitchen and Bath Design Studio	3
ID301	Universal Bath	6
ID312	3-D CAD	3
ID313	Lighting and Acoustical Design	3

**SPECIALTY COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
RS114	Introduction to Business Practices	3
RS121	Fundamentals of Marketing	3
RS200	Career Development	3
RS201	Portfolio Preparation	3
RS299	Internship	3
****	Elective	3
****	Elective	3

**GENERAL EDUCATION / LIBERAL ARTS COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
MS100	Computer Applications	4
GE110	English Composition	4
GE120	College Mathematics	4
GE140	Speech and Communication	4
GE150	Natural Science	4
GE160	Psychology	4
GE200	Sociology	4

Number of Credit/Clock Hrs. in Specialty:	<u>84</u>	/	<u>112</u>	Percentage:	<u>75</u>
Number of Credit/Clock Hrs. in General Courses:	<u>4</u>	/	<u>112</u>	Percentage:	<u>4</u>

If applicable:

Number of Credit/Clock Hrs. in Liberal Arts:	<u>24</u>	/	<u>112</u>	Percentage:	<u>21</u>
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**2. Number of volumes of professional material:**

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**3. Number of professional periodicals subscribed to:**

48 periodicals

**4. Other library facilities in close geographical proximity for student access:**

Marion County Public Library  
Indianapolis Museum of Art Library  
Indiana University/Purdue University Indianapolis

**\*\* Include all required documentation pertaining to the qualifications of each instructor.**

**Total # of Faculty in the Program:** 10      **Full-time:** 1      **Part-time:** 9

**Fill out form below: (PLEASE LIST NAMES IN ALPHABETICAL ORDER.)**

[illegible]

**INDIANA COMMISSION ON  
PROPRIETARY EDUCATION**

**DEGREE APPLICATION**  
*(New or Renewal program)*

*Use the <tab> key to advance to the next field, or select a field by clicking the cursor.*

Name of Institution The Art Institute of Indianapolis

Name of Program Photography, Associate of Science

Level of Degree (AAS, AS, AA, BAS, BA, BS, MBA, MAS, MA, MS, Ph.D.) AS

Name of Person Preparing this Form Carol Kelley

Telephone Number 317-613-4800 Application Type

Date the Form was Prepared 10/3/06 ☒ New ☐ Renewal

**I. PROGRAM OBJECTIVES:** Describe what the program is designed to achieve and explain how it is structured in order to accomplish the objectives.

**Program Mission**

The associate-level Photography program prepares graduates for entry-level positions in photography. Emphasis is placed on the development of fundamental industry skills needed to produce compelling imagery, as well as communication and business skills appropriate to market needs.

**Program Description**

Photography is a major medium of communication. It shapes our perception of the world and impacts our lives in many ways. The program is meant for those with creativity, imagination, an eye for color, attention to detail, and a degree of selective critical judgment. Graduates of the program will work with diverse subject matter, and many types of people. They must be able to work as a member of a creative team, have excellent communication skills, and have good business skills. Additionally, a graduate of this program must negotiate, sell, coordinate work with others, operate equipment, use tools, follow directions, plan, make decisions, and create spatial visualization.

**Current Status and Employment Outlook**

Seven Art Institutes currently offer programs in Photography. The Associate degree program is most prevalent, however a diploma program is offered at The Art Institute of Ft. Lauderdale and the Bachelor's degree is gaining implementation. Average graduate placement rates and annual average salaries for the 2004 calendar year are as follows:

	Average % Placed	Average Annual Salary
Associate's Degree	85.6%	\$25,532
Diploma	83.3%	\$25,385
Bachelor's Degree	92.3%	\$26,438
Total:	85.8%	\$25,582

The majority of our graduates are self-employed. This is consistent with recent research by the U.S. Bureau of Labor Statistics that reported in 2002, photographers held 130,000 jobs in the U.S. and more than 50% were self-employed, a much higher proportion than the average for all occupations that were reviewed. The Bureau also reported that median annual salaries for photographers were \$24,040 and the highest 10% earned more than \$49,920. The highest median salaries (\$32,200 - \$43,200) were in Nevada, Washington DC, and Washington State.

Employment opportunities for photographers are expected to increase about as fast as average for all occupations through 2012. Demand for portrait photographers is expected to increase as the population increases. Also, as the number of magazines, newspapers, and journals are increasingly published online and Internet sales and marketing continues to rise, commercial photographers and photojournalists will be needed to provide images. It is anticipated that at least 50% of photographers will continue to be self-employed through 2012. The greatest job opportunities through 2012 are anticipated in Nevada (+41% increase), Colorado (+18% increase), Oregon (+15% increase), and Florida (+15% increase).

Graduates with an associate degree in photography may find employment in these positions

- Staff Photographer
- Still Photographer
- Stock Photographer
- Portrait Photographer
- Advertising Photographer
- Illustrative Photographer
- Wedding, Event, and Sports Photographer
- Industrial Photographer
- Architectural Photographer
- Nature/Wildlife Photographer
- Fashion Photographer
- Photography Assistant
- Image Manipulator
- Digital Production Coordinator

**II. PROGRAM STRUCTURE:** List all courses in the program. Indicate course name, number, and number of credit hours or clock hours for each course.

NAME OF PROGRAM: Photography, Associate of Science

TOTAL COURSE HOURS: 112 Check one: Quarter Hours ☒ ☐

Semester Hours 

Clock Hours

LENGTH OF PROGRAM: 7 Quarters TUITION: \$42,560

**SPECIALTY COURSES:**

Course Number	Course Title	Course Hours
GD101	Drawing and Perspective	3
GD102	Fundamentals of Design	3
GD104	Color Theory	3
GD114	Digital Imaging	3
GD121	Design Layout	3
GD202	Electronic Design	3
GD211	Digital Illustration	3
GD221	Print Production	3
GD225	Photography Techniques	3
PH103	Digital Lab Techniques	3
PH104	Principles of Photography	3
PH106	Large Format Photography	3
PH138	Lighting	3
PH114	Color Management	3
PH111	History of Photography	3
PH139	Photojournalism	3
PH203	Digital Photographic Production	3
PH204	Advanced Principles of Photography	3
PH210	Location Photography	3



**SPECIALTY COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
PH212	Studio Photography	3
PH215	Portraiture Photography	3
PH222	Editorial Photography	3
PH223	Photographic Materials and Processes	3
RS200	Career Development	3
RS201	Portfolio Preparation	3
RS299	Internship	3
***	Elective	3
***	Elective	3

**GENERAL EDUCATION / LIBERAL ARTS COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
MS100	Computer Applications	4
GE110	English Composition	4
GE120	College Mathematics	4
GE130	Art History	4
GE140	Speech and Communication	4
GE150	Natural Science	4
GE160	Psychology	4

Number of Credit/Clock Hrs. in Specialty:	<u>84</u>	/	<u>112</u>	Percentage:	<u>75</u>
Number of Credit/Clock Hrs. in General Courses:	<u>4</u>	/	<u>112</u>	Percentage:	<u>4</u>

If applicable:

Number of Credit/Clock Hrs. in Liberal Arts:	<u>24</u>	/	<u>112</u>	Percentage:	<u>21</u>
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**III. LIBRARY: Please provide information pertaining to the library located in your institution.**

The library is located on the second floor of the Art Institute of Indianapolis.

The hours are :

Mon-	7:30 am	–	7:00 pm
Tues-	7:30 am	–	7:00 pm
Wed-	7:30 am	–	7:00 pm
Thur-	11:00 am	–	7:00 pm
Fri-	9:00 am	–	1:00 pm
Sat -	8:30 am	–	3:00 pm

There is one full time MLS librarian and two part time Student workers whose hours total 30 per week.

**2. Number of volumes of professional material:**

1656 volumes

**3. Number of professional periodicals subscribed to:**

48 periodicals

**4. Other library facilities in close geographical proximity for student access:**

Marion County Public Library  
Indianapolis Museum of Art Library  
Indiana University/Purdue University Indianapolis

**\*\* Include all required documentation pertaining to the qualifications of each instructor.**

**Total # of Faculty in the Program:** 9 **Full-time:** 1 **Part-time:** 8

**Fill out form below: (PLEASE LIST NAMES IN ALPHABETICAL ORDER.)**

[illegible]

**INDIANA COMMISSION ON  
PROPRIETARY EDUCATION**

**DEGREE APPLICATION**  
*(New or Renewal program)*

*Use the <tab> key to advance to the next field, or select a field by clicking the cursor.*

Name of Institution The Art Institute of Indianapolis

Name of Program Wine, Spirits and Beverage Management, Associate of Science

Level of Degree (AAS, AS, AA, BAS, BA, BS, MBA, MAS, MA, MS, Ph.D.) AS

Name of Person Preparing this Form Carol Kelley

Telephone Number 317-613-4800 Application Type

Date the Form was Prepared \_\_\_\_\_ ☒ New ☐ Renewal

**I. PROGRAM OBJECTIVES:** Describe what the program is designed to achieve and explain how it is structured in order to accomplish the objectives.

**Program Mission:**

The mission of the Associate degree in Wine, Spirits, and Beverage Management is to prepare students to begin a career in the wine and beverage industry, and front-of-the-house service operations and management

**Program Description:**

The Associate degree in Wine Spirits, and Beverage Management is a seven-quarter program that focuses on beverage management operations for coffee, tea, other non-alcoholic beverages, wine, beer, and spirits as well as “front of the house” service operations and management. The content of the curriculum includes product knowledge, trends, inventory, purchasing and cost control, general business, management, and marketing skills, laws and liability, food pairings, catering and event management, and service. This program contains 10 new courses; all other courses are in existing culinary models. There is no cooking in this program, therefore kitchens and restaurants are not needed to implement the program. This program is targeted to an adult student who has some previous experience or interest in the field and/or is appropriate as a career change option, although it is not limited to that population.

**Employment Outcomes:**

Graduates of this program may seek employment as:

Importer	Distributor
Beverage Manager	Special Events Manager
- Retail – Upscale Grocer	Tasting Room Staff/Manager
Specialty Store	Area Sales Manager
- Travel Industry – Cruise Ship	Wine & Spirits Purveyor
Bar Manager	Assistant Sommelier

Dining Room Supervisor/Manager  
Wine Trainer/Educator

Beverage Receiving & Distribution Clerk  
Consulting  
- Wine List Design  
- Bar Design

## Employment Outlook:

A DACUM panel convened on October 25, 2005 in Atlanta, GA. The members of this industry panel were

Suzanne J. Brown, Brown Marketing Communications  
Gil Kulers, The Wine Report  
Peter Langlois, [www. RestaurantU.com](http://www.RestaurantU.com)  
Jerry Lasco, The Tasting Room  
Sylvia Riedel, Marriott Corporation  
Mark Vaughan, Sante Magazine

The DACUM panel concluded that the Associate degree program in Wine, Spirits, and Beverage Management presents a unique opportunity for The Art Institutes. Most previous programs developed by other institutions have come from the kitchen and restaurant focus and have included little concerning beverage operations and management. They generally focus on food and culinary operations, although beverage and bar operations and service are the most lucrative aspect (highest profits) of the restaurant, club, and resort industry. This industry is doing very well now and currently, operations are being driven more by the beverage area because of the profits in that area. Also, the advent of coffee, teas, water, and other non-alcoholic drinks in popularity provides another focus within the industry. Bottled water is one of the fastest growing categories in the beverage industry, behind only carbonated drinks. Coffee consumption, particularly among specialty coffee continues to rise as does that of tea and ready-to-drink beverages.

The foodservice and beverage operations industry, with about 8.4 million wage and salary jobs in 2002, ranks among the Nation's leading employers. Industry sales projections for 2005 are \$476 billion.

### EMPLOYMENT AND SALES PROJECTIONS

STATE	# OF EATING AND DRINKING PLACES	SALES	EMPLOYMENT		
			2005	PROJECTED 2015	TOTAL NEW JOBS ADDED
AZ	11,793	\$6.8 billion	233,900	296,000	62,100
CA	87,225	\$51.5 billion	1,348,200	1,560,000	211,800
CO	12,385	\$7.0 billion	225,700	271,000	45,300
FL	41,901	\$19.9 billion	736,000	867,800	131,800
GA	21,073	\$11.4 billion	361,800	451,800	90,000
IL	30,167	\$16.7 billion	503,100	559,400	56,300
IN	13,615	\$7.2 billion	305,400	346,800	41,400
MA	18,035	\$11.0 billion	308,700	340,100	31,400
MN	10,990	\$6.5 billion	241,800	269,300	27,500
NV	5,289	\$4.1 billion	149,400	186,000	36,600

<b>NY</b>	58,027	\$23.3 billion	638,200	697,500	59,300
<b>NC</b>	18,792	\$10.4 billion	344,400	414,500	70,100
<b>OH</b>	27,148	\$14.1 billion	543,000	602,900	59,900
<b>OR</b>	9,721	\$4.6 billion	160,900	184,200	23,300
<b>PA</b>	31,466	\$14.4 billion	492,500	532,000	39,500
<b>TX</b>	53,631	\$29.2 billion	879,500	1,056,200	176,700
<b>WA</b>	15,189	\$8.9 billion	255,200	297,400	42,200
<b>DC</b>	2,204	\$1.8 billion	41,700	45,400	3,700

Completion of postsecondary training has become increasingly important for advancement in the industry. Appropriate training often enables graduates to start as Assistant managers. Job opportunities for graduates of this program exist in clubs, cruise lines, resorts, casinos, national chains, distributorships, and wholesale businesses. Median annual salaries for food and beverage managers were \$35,790 in 2002.

**II. PROGRAM STRUCTURE:** List all courses in the program. Indicate course name, number, and number of credit hours or clock hours for each course.

NAME OF PROGRAM: Wine, Spirits and Beverage Management, Associate of Science

TOTAL COURSE HOURS: 112 Check one: Quarter Hours ☒ ☐

Semester Hours 

Clock Hours

LENGTH OF PROGRAM: 7 Quarters TUITION: \$42,560

**SPECIALTY COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
CUL104	Theories & Concepts of Culinary Techniques	3
CUL112	Sanitation and Safety	3
CUL132	Management by Menu	3
CUL135	Purchasing & Product Identification	3
CUL212	Career Development Supervision	3
CUL242	Planning & Controlling Costs	3
CUL252	Food & Beverage Operations Management	3
CUL272	Capstone Portfolio	3
CUL420	Exploring Wines & the Culinary Arts	3
CM226	Catering & Event Management	3
CM303	Etiquette for Today's Professional	3
CM343	Hospitality Marketing	3
CM345	Quality Service Management & Training	3
CM348	Legal Issues & Ethics for Culinarians	3
HM231	Customer Service	3
WSB101	Fundamentals of Bar Operations	3
WSB111	Tea, Coffee, and Non-Alcoholic Beverages	3
WSB121	Spirits, Beers, and Brews	3
WSB131	Viticulture and Vinification I	3

**SPECIALTY COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
WSB231	Viticulture and Vinification II	3
WSB251	Beverage Purchasing and Inventory Control	3
WSB252	Beverage Menu Authoring	3
WSB241	New World Wines and Emerging Regions	3
RS121	Fundamentals of Marketing	3
RS299	Internship	3
***	Elective	3
***	Elective	3
***	Elective	3

**GENERAL EDUCATION / LIBERAL ARTS COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
MS100	Computer Applications	4
MS101	Nutrition Science	4
GE110	English Composition	4
GE120	College Mathematics	4
GE140	Speech and Communication	4
GE160	Psychology	4
GE200	Sociology	4

Number of Credit/Clock Hrs. in Specialty:	<u>84</u>	/	<u>112</u>	Percentage:	<u>75</u>
Number of Credit/Clock Hrs. in General Courses:	<u>8</u>	/	<u>112</u>	Percentage:	<u>7</u>

If applicable:

Number of Credit/Clock Hrs. in Liberal Arts:	<u>20</u>	/	<u>112</u>	Percentage:	<u>18</u>
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Fri-	9:00 am	–	1:00 pm
Sat -	8:30 am	–	3:00 pm

There is one full time MLS librarian and two part time Student workers whose hours total 30 per week.

**2. Number of volumes of professional material:**

1656 volumes

**3. Number of professional periodicals subscribed to:**

48 periodicals

**4. Other library facilities in close geographical proximity for student access:**

Marion County Public Library  
Indianapolis Museum of Art Library  
Indiana University/Purdue University Indianapolis

**\*\* Include all required documentation pertaining to the qualifications of each instructor.**

**Total # of Faculty in the Program:** 2 **Full-time:** 0 **Part-time:** 2

**Fill out form below: (PLEASE LIST NAMES IN ALPHABETICAL ORDER.)**

[illegible]

**INDIANA COMMISSION ON  
PROPRIETARY EDUCATION**

**DEGREE APPLICATION**  
*(New or Renewal program)*

*Use the <tab> key to advance to the next field, or select a field by clicking the cursor.*

Name of Institution The Art Institute of Indianapolis

Name of Program Advertising, Bachelor of Science

Level of Degree (AAS, AS, AA, BAS, BA, BS, MBA, MAS, MA, MS, Ph.D.) BS

Name of Person Preparing this Form Carol Kelley

Telephone Number 317-613-4800 Application Type

Date the Form was Prepared 10/18/06 ☒ New ☐ Renewal

**I. PROGRAM OBJECTIVES:** Describe what the program is designed to achieve and explain how it is structured in order to accomplish the objectives.

## **MISSION**

The Advertising Bachelor program provides graduates with the skills needed to work in the field of advertising, art direction, copywriting, and account supervision. A solid art foundation combined with hands-on advertising curricula, prepares students for entry-level positions with advertising agencies and departments, art studios and departments, marketing companies and departments, and production companies.

## **PROGRAM DESCRIPTION:**

The Bachelor's level program in Advertising is a twelve-quarter program. The program provides graduates with a foundation in design, copy writing, advertising campaign, marketing, business, and life skills needed to develop and sustain a career in advertising and related fields.

## **PROGRAM FEATURES AND BENEFITS:**

A bachelor program in Advertising offers these features and benefits to The Art Institutes

- Fits within the mission of The Art Institutes
- Adds a new dimension to what is already taught in the design programs
- Includes components in copy writing, public relations, consumer behavior, research,

- international marketing, and management
- Requires no new technology; however, program size would dictate need for additional capital and leasehold
- Allows for easy recruitment of faculty
- Provides an appealing opportunity for graduates of content production associate's programs, as they could return for a bachelor's credential in minimal time
- Presents a long shelf life, as the need for domestic and international marketing and advertising will not diminish in the future
- Provides a "unique" approach to advertising as most schools offer it through their business schools rather than a foundation in design
- Program exists and enjoys a good reputation at The Art Institute of California – San Diego
- Shared curricula with other programs
- Targeted school locations; i.e., New York, Philadelphia, Chicago, Dallas, Los Angeles, San Diego, San Francisco.
- Placement opportunities in most cities.
- Good average starting salaries \$31,525 (FA 2000)

## **PROGRAM NEED:**

Advertising has changed dramatically since the first American advertising agency was opened in 1841 by Volney Palmer in Philadelphia. Over the last 160 years, advertising has made a place for itself between art and commerce. Nineteenth century advertising ephemera -- handbills, broadsides, calendars, almanacs, leaflets, trade cards -- are collected and displayed by museums and academic centers. Reproductions of these advertisements provide the average American with their view of Victorian times: soap advertised with beautiful drawings of fresh-faced girls with luxuriant hair, soft drinks from Hires Root Beer to Coca Cola sold with drawings like the famous Coca Cola Santa Claus, meticulous lithographs of products like Kodak's Bull's Eye camera, evocative line drawings of mothers and children used to sell household products.

The modern era of advertising was formed in the early years of the 20th century, with advertising agencies and their clients supporting war efforts, helping in the postwar efforts, and creating and claiming more brand names. Advertising became well known for its creativity and even more necessary as the arbiter between many businesses and the media who sold advertising space. When businesses wanted to be on the radio, they did it by essentially "owning" the show -- a half hour or hour that was theirs -- sponsored by their product. Company representatives got seats in the radio station and could suggest changes in the show they paid for.

Advertising agencies claimed the entire process -- agencies recommended places to advertise, negotiated with newspapers, magazines, television and the like and created campaigns across media. Agencies also conceived and created the advertisements, and worked with direct marketing firms to keep a campaign consistent. Manufacturing, retail, wholesale and other businesses were happy to turn over a complex and changing

task to the creative and knowledgeable people who knew and enjoyed the process.

These days we see fewer broadsides and handbills, but find advertising in newspapers, magazines, television, radio, cable television, direct mail, billboards, and while we browse on the Internet. All of these media are outlets for the remarkable creativity of advertising executives and their staffs, who also take their attempt to "create and market brands" into new forms all the time --from T-shirts advertising a company to advertaisments on the Web. These branding efforts are a creatively demanding mix of visual excitement, snappy copy, and clever marketing.

## **Slowing Growth**

Throughout the 1990s, United States advertising growth nearly doubled, increasing from \$130 billion yearly to the \$249.8 billion projected for 2001. In 2001, however, agencies find themselves having a difficult year. The economy, of course, is a key factor. Americans have moved, in little more than one year, from peace and prosperity to war and recession. Online businesses suffered steep collapses in funding, revenue, and stock prices.

During the dot-com mania, newly founded e-companies spent a great deal of money on traditional advertising -- as much as the automotive industry did. Old Economy competitors fought back, spending *more* to keep their products in front of consumers, spending more, at least, than they had been at that point. For example, Super Bowl ad spots shot up in price. Magazines could negotiate higher prices and longer commitments from advertisers. Because they earned commissions as a percentage of advertising placed, advertising agencies benefited from this spending spree -- until the contraction hit. Now Old Economy client are negotiating different payment schemes, lower ad prices, and other concessions. Online companies stopped spending money on advertising in offline media in favor of e-mail newsletters, guerilla marketing and other lower-cost options.

Web advertising is still growing and is expected to see a growth in spending in 2002 while many other media are forecast to be down. A number of advertising agencies have come to the realization that they must include Web placement in the mix of media they offer clients -- if they can. Specialized agencies are still battling to take business away from the traditional firms. Clients move their business both to win financial concessions and to find more innovative answers to their changing needs.

The recent slowdown in ad spending brings average yearly growth in ad agency revenues to 4.3% from near double digit growth in the early to mid 1990s. Advertising agency revenues have grown from about \$45 billion in 1997 to a projected \$54.8 billion in 2001, still quite significant. Productivity in agencies, meaning the averaged amount of money each employee was expected to contribute to agency revenues grew minimally (1.3% per year), from \$175,800 per employee to \$187,500 estimated in 2001. While slowing, however, it is important to remember that advertising spending is still growing and advertising, as an industry, is still expected to be strong.

To stay competitive, advertising agencies are expected to propose that they perform public relations and marketing tasks for clients to maintain agency revenue.

Robert Coen, Senior Vice President of Universal McCann's, forecasts that advertising spending in 2002 will grow to \$262.0 billion, up \$12.2 billion, rather than the multiples of that number seen in the last decade. Other pundits suggest a more positive view of the near future. Joe Mandese, writing in Media Buyer's Daily, believes that a return to corporate profitability among the nation's leading advertisers is an early indicator for an upturn in advertising demand. Of the 200 largest U.S. advertisers, only seven missed their earnings targets for November 2001.

## Industry Practices

There is a shifting sense of the balance of power between advertisers and agencies. Some clients have negotiated changes in the way agencies are paid. Rather than 15% commissions, clients are negotiating formulas based on hourly rate or setting up compensation based on performance. Some agencies have lowered their commissions to 10%. Brendan Ryan, CEO of FCB Worldwide believes that clients are losing faith.

Clients may feel they are paying too much or not getting the services and the results they believe they are paying for. For some clients, in these tougher economic conditions, advertising is sometimes seen as a luxury, perhaps frivolous. Some advertisers do not believe as Mr. Ryan does that "advertising is the single most powerful tool to produce profitable sales growth -- and to increase brand value, which in turns should further dramatically improve client profitability."

Clients talk about effectiveness rather than creativity and can be frustrated by a lack of agency accountability (for time or ad placement decisions). In addition, perhaps because agencies have been paid based on a percentage of the amount of advertising placed, ad agencies can seem occasionally reluctant to counsel that the client should not advertise.

The advertising trade organization, the American Association of Advertising Agencies (AAAA) delineated several key issues ahead.

- Large and small ad agencies will have widely divergent interests. Can the association serve both?
- The industry will continue consolidation, creating "mega holding companies".
- Ad agencies must become marketing communications agencies to survive.
- The Web is changing everything about advertising as well as business in general. Rather than a fringe issue, the Web is increasingly creating online replacements for business functions from human resources to purchasing to communication.
- Between consolidation and the Web, agencies must acknowledge an increasing globalization of their business.
- This globalization brings agencies into contact with government and regulatory

issues, such as privacy.

- Given compassion from new media and Wall Street, agencies find it is harder to attract quality people to the advertising business.
- Advertising agencies must create and nurture diversity in the workplace.
- Compensation issues which do not seem fair to agencies must be addressed head on.

Given changes in business functions and new alternatives for communication, such as e-mail and the transfer of video across public and private networks, advertising agencies must determine how to match the rate of change in other businesses so that they communicate and compete on the advertisers' level. Although ultimately these changes make businesses more productive, in the short term there is capital investment and training to pay for.

## **JOB MARKET**

### **Skills and Competencies**

The Advertising Program graduate is likely to find an entry-level position in an advertising agency, an advertiser's company, a media buying or media planning company or with other related communications companies. Regardless of employer, the student will be well-prepared if they work to acquire the following competencies:

- Demonstrate a working knowledge of the essentials of good design, incorporating color, layout, white space and typography
- Compare and contrast the various media used for advertising, including the Web, and delineate common pricing issues and usual practices for each
- Speak intelligently about the advertising industry, its history and current trends
- Describe the primary advertising functions: research, planning, creative, media, management, campaigns and delineate how these areas work together
- Write copy for advertising campaigns, understanding the role of copy
- Use good grammar and correct spelling as well as writing to communicate about companies, brands, products and services
- Acquire appropriate skills for one or more advertising functions.
- Work cooperatively in a team
- Speak effectively, write concisely, and listen attentively
- Define needs, think creatively, and develop unique problem-solving ability to support advertising proposals and projects
- Understand the business issues and industry concerns that advertising agencies face
- Prepare materials for presentation on the Web
- Develop competence with digital tools, whether business related (word processing, e-mail, a browser) or creative (Photoshop, Dreamweaver and the like)

## **Types of Employment**

Entry -level positions are most likely to be in the account management or media buying and planning sections of a firm. An advertising related internship while in school increases the graduate's advantage when applying for a position. Most entry-level positions in an advertising agency require a bachelor's degree as a minimum. Assistant account executive, assistant media planner or assistant media buyer are the most frequent positions recent graduates attain. Graduates can find work in:

- advertising agencies, both traditional and interactive
- boutique service agencies
- advertising departments in companies
- media sales companies and departments

Potential employees need to be creative on a tight schedule. More than a quarter of all advertising employees work more than 50 hours a week and many of them travel. Although frequently stressful and emotionally draining, advertising can also be rewarding and satisfying.

Upon graduation, the graduate of the bachelor program in Advertising may anticipate employment opportunities within a 0-3 year window including, but are not limited to:

- Account Executive – responsible for agency/media – client liaison
- Assistant Account Executive
- Account Supervisor – responsible for project's marketing results
- Advertising artist – project production
- Art Director – responsible for project visual image
- Copywriter – project's written message
- Creative Director – project's concept
- Graphic Artist or Designer – project production and image
- Assistant Copywriter
- Assistant Planner
- Junior Buyer
- Media Researcher
- Junior Project Director
- Assistant Research Executive
- Assistant Product Manager
- Sales Representative
- Sales Support Assistant
- Marketing Support Assistant
- Account Assistant
- Marketing Communications Assistant

## **Employment Market**

As with revenue, top agencies dominate the market. In 1999 the top 30 agency employers had 52,238 employees, or 28.2% of all agency employees. Although



advertising firms can be found throughout the country, New York city has the most agencies, followed by Chicago and Los Angeles. Other cities with a substantial number of firms are Detroit, San Francisco, Minneapolis, Boston, and Dallas. Thus, The Art Institutes might consider implementing the program on a limited basis in these targeted cities: Los Angeles, San Diego, Fort Lauderdale, Philadelphia, Chicago, and Dallas.

The industry grew from an estimated 268,000 workers in 1998 to nearly 300,000 in 2000. Four out of five advertising firms employ fewer than ten employees. One-person shops, where the individual is self-employed, constitute 15% of all firms.

Although employment in the advertising industry was forecast to grow 21% over the 1998-2008 period, faster than the average for all industries, the recent slowdown in revenue growth has tightened the job market. The 200 biggest American advertising agencies eliminated more than 18,000 jobs in 2001.

## **Salaries**

According to the Bureau of Labor Statistics, an average income for non-supervisory workers in the advertising industry in 1998 was \$33,000. Sales workers, a frequent entry point for recent graduates, averaged \$31,500. In 1997, a College Placement Council survey showed that starting salary offers to advertising majors started at approximately \$24,000. Salaries reflect an upward trend.

Despite the recent economic downturn, there should continue to be entry-level positions available. Those graduates with specific education in advertising and with Web skills will have an advantage when applying for work with advertising firms. If the recession continues, or if tobacco and alcohol are more severely restricted in their media outlets, there may continue to be slow growth in advertising-related employment.

In any case, a school considering offering the Advertising Program should perform a careful local survey of advertising firms to assure that the local employment market will support the anticipated number of graduates.

**II. PROGRAM STRUCTURE:** List all courses in the program. Indicate course name, number, and number of credit hours or clock hours for each course.

NAME OF PROGRAM: Advertising, Bachelor of Science

TOTAL COURSE HOURS: 192 Check one: Quarter Hours ☒  
Semester Hours ☐  
Clock Hours ☐

LENGTH OF PROGRAM: 12 Quarters TUITION: \$72,960

**SPECIALTY COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
<u>AD121</u>	<u>Creative and Strategic Planning</u>	<u>3</u>
<u>AD124</u>	<u>History of Media &amp; Mass Communication</u>	<u>3</u>
<u>AD141</u>	<u>Dynamics of Mass Communication</u>	<u>3</u>
<u>AD202</u>	<u>Copy and News Writing</u>	<u>3</u>
<u>AD230</u>	<u>Introduction to Advertising Campaign</u>	<u>3</u>
<u>AD235</u>	<u>Storyboarding</u>	<u>3</u>
<u>AD240</u>	<u>Intermediate Advertising Campaign</u>	<u>3</u>
<u>AD310</u>	<u>Account Planning</u>	<u>3</u>
<u>AD330</u>	<u>Advanced Advertising Campaign</u>	<u>3</u>
<u>AD450</u>	<u>Persuasive Techniques</u>	<u>3</u>
<u>DMP241</u>	<u>Communication Through Film &amp; Video</u>	<u>3</u>
<u>FM221</u>	<u>Public Relations and Promotion</u>	<u>3</u>
<u>FM225</u>	<u>Brand Strategy</u>	<u>3</u>
<u>FM234</u>	<u>Professional Selling</u>	<u>3</u>
<u>FM325</u>	<u>Brand Marketing</u>	<u>3</u>
<u>GD101</u>	<u>Drawing and Perspective</u>	<u>3</u>
<u>GD102</u>	<u>Fundamentals of Design</u>	<u>3</u>
<u>GD104</u>	<u>Color Theory</u>	<u>3</u>
<u>GD113</u>	<u>Typography</u>	<u>3</u>

**SPECIALTY COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
GD114	Digital Imaging	3
GD121	Design Layout	3
GD123	Design Concepts	3
GD202	Electronic Design	3
GD204	Media Design	3
GD211	Digital Illustration	3
GD214	Corporate Identity	3
GD221	Print Production	3
GD225	Photography Techniques	3
GD311	Advertising Design	3
GD313	Publication Design	3
GD402	Art Direction	3
GD411	Advanced Digital Imaging	3
IMD121	Web Scripting	3
IMD323	Web Marketing	3
RS114	Introduction to Business Practices	3
RS121	Fundamentals of Marketing	3
RS131	Fundamentals of Advertising	3
RS200	Career Development	3
RS201	Portfolio Preparation	3
RS202	Portfolio Presentation	3
RS260	Consumer Behavior	3
RS321	Principles of Marketing Research	3
RS333	Leadership and Organizational Development	3
RS411	Global Business Perspectives	3
***	Elective	3
***	Elective	3

**SPECIALTY COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
***	Elective	3
***	Elective	3

**GENERAL EDUCATION / LIBERAL ARTS COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
MS100	Computer Applications	4
GE110	English Composition	4
GE120	College Mathematics	4
GE130	Art History	4
GE140	Speech and Communication	4
GE150	Natural Science	4
GE160	Psychology	4
GE200	Sociology	4
GE201	Historical & Political Issues	4
GE220	World Civilization	4
GE250	Anthropology	4
GE260	Research and Technical Writing	4

Number of Credit/Clock Hrs. in Specialty:	<u>144</u>	/	<u>192</u>	Percentage:	<u>75</u>
Number of Credit/Clock Hrs. in General Courses:	<u>4</u>	/	<u>192</u>	Percentage:	<u>2</u>

If applicable:

Number of Credit/Clock Hrs. in Liberal Arts:	<u>44</u>	/	<u>192</u>	Percentage:	<u>23</u>
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**III. LIBRARY: Please provide information pertaining to the library located in your institution.**

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Tues-	7:30 am	–	7:00 pm
Wed-	7:30 am	–	7:00 pm
Thur-	11:00 am	–	7:00 pm
Fri-	9:00 am	–	1:00 pm
Sat -	8:30 am	–	3:00 pm

There is one full time MLS librarian and two part time Student workers whose hours total 30 per week.

**2. Number of volumes of professional material:**

1656 volumes

**3. Number of professional periodicals subscribed to:**

48 periodicals

**4. Other library facilities in close geographical proximity for student access:**

Marion County Public Library  
Indianapolis Museum of Art Library  
Indiana University/Purdue University Indianapolis

**\*\* Include all required documentation pertaining to the qualifications of each instructor.**

**Total # of Faculty in the Program:** 9      **Full-time:** 1      **Part-time:** 8

**Fill out form below: (PLEASE LIST NAMES IN ALPHABETICAL ORDER.)**

[illegible]

**INDIANA COMMISSION ON  
PROPRIETARY EDUCATION**

**DEGREE APPLICATION**  
*(New or Renewal program)*

*Use the <tab> key to advance to the next field, or select a field by clicking the cursor.*

Name of Institution	<u>The Art Institute of Indianapolis</u>		
Name of Program	<u>Game Art and Design, Bachelor of Science</u>		
Level of Degree (AAS, AS, AA, BAS, BA, BS, MBA, MAS, MA, MS, Ph.D.)	<u>BS</u>		
Name of Person Preparing this Form	<u>Carol Kelley</u>		
Telephone Number	<u>317-613-4800</u>	<u>Application Type</u>	
Date the Form was Prepared	<u>10/3/06</u>	<input checked="" type="checkbox"/> New	<input type="checkbox"/> Renewal

**I. PROGRAM OBJECTIVES:** Describe what the program is designed to achieve and explain how it is structured in order to accomplish the objectives.

## Program Mission

The bachelor's degree program in Game Art & Design prepares graduates for careers in the game and other industries as 2D and 3D artists, texture mappers, and project managers; with experience and advancement some graduates may become game and level designers. Graduates will work as members of development teams to produce digital games, interactive entertainment, and educational and training software products.

## Program Description

The process of designing and producing digital games and other types of interactive multimedia involves a variety of people utilizing specialized skills. Some of these skills are conceptual: designing game concepts and interactions or creating stories. Some of these skills are artistic: drawing and sketching, creating 3D models, 3D animation, and texture mapping for 3D, using industry standard software; photo manipulation and original creation of 2D art for backgrounds, and characters, and props using imaging software. Some of these skills are managerial: determining budgets and schedules for project completion and assembling the right group of creative people. Game artists may be specialists in one or two aspects of the total game development process, but their value as participants in that process is enhanced by a comprehensive knowledge of the entire operation.

In pursuing the bachelor's degree in Game Art & Design, students are encouraged to master traditional skills through a rich variety of fundamental art courses while learning to use 2D and 3D design tools to create characters, backgrounds, animations, and textures used in producing digital games and related interactive media. In addition, they acquire a level of awareness and knowledge of the terminology used in programming and scripting to be able to converse intelligently with programmers. The bachelor's degree program also provides a unique learning opportunity in the management of projects and game development teams. Anticipated assignments and projects include designing gameplay and back stories; creating characters and

related environments; employing 3D modeling and animation software to create game art; employing 2D image software to create backgrounds and 3D textures; and applying knowledge of games to evaluate game products.

## Program Need

According the report Digital Games: A Technology Forecast published in February 2004 by the IC2 Institute and the Digital Media Collaboratory in Austin, Texas:

The US game market has exhibited strong growth over the past six years in spite of US economic conditions and the downturn of the US economic market. Cheap, high-performance, highly reliable game consoles and network connectivity have fueled recent growth. According to the Entertainment Software Association (ESA), the US game market grew by 8% between 2001-2002 (ESA, 2003) while US GDP grew by only by 2.4% during the same period (US Department of Commerce, Bureau of Economic Analysis, 2003).

The game industry is transforming from standalone to network-dependent gaming and game interfaces, environments, and tools are evolving our concepts of cyberspace, media, computer mediated communication (CMC), and educational technology in profound ways.

This industry requires a wide range of occupations: game designers, electronic artists, software engineers, writers, audio composers and engineers, video composers, producers, and business managers. The game industry, with its strong links to media and the informatics industry, absorbs many technologies and techniques from these industries. There is opportunity for crossover employment from gaming to other industries (though not vice versa). Students can migrate to industrial design, architecture, educational technology, aerospace, IT security, national defense, homeland security, and many sciences.

The real opportunity for The Art Institutes is in providing an education to graduates who can create and manage content for the game and related interactive industries. The goal should be to combine the essential artistic and technological skills associated with game production.



**II. PROGRAM STRUCTURE:** List all courses in the program. Indicate course name, number, and number of credit hours or clock hours for each course.

NAME OF PROGRAM: Game Art and Design, Bachelor of Science

TOTAL COURSE HOURS: 192 Check one: Quarter Hours ☒  
Semester Hours ☐  
Clock Hours ☐

LENGTH OF PROGRAM: 12 Quarters TUITION: \$72,960

**SPECIALTY COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
<u>AD235</u>	<u>Storyboarding</u>	<u>3</u>
<u>DMP132</u>	<u>Introduction to Audio</u>	<u>3</u>
<u>GD101</u>	<u>Drawing and Perspective</u>	<u>3</u>
<u>GD102</u>	<u>Fundamentals of Design</u>	<u>3</u>
<u>GD104</u>	<u>Color Theory</u>	<u>3</u>
<u>GD111</u>	<u>Life Drawing</u>	<u>3</u>
<u>GD114</u>	<u>Digital Imaging</u>	<u>3</u>
<u>GD201</u>	<u>Illustration</u>	<u>3</u>
<u>GD222</u>	<u>Advanced Life Drawing</u>	<u>3</u>
<u>GD401</u>	<u>Advanced Illustration</u>	<u>3</u>
<u>GAD101</u>	<u>Introduction to Game Development</u>	<u>3</u>
<u>GAD201</u>	<u>Figure Sculpture</u>	<u>3</u>
<u>GAD211</u>	<u>Game Design &amp; Game Play</u>	<u>3</u>
<u>GAD250</u>	<u>Texture Mapping for Games</u>	<u>3</u>
<u>GAD322</u>	<u>Interface Design</u>	<u>3</u>
<u>GAD401</u>	<u>Interior Spaces &amp; Worlds</u>	<u>3</u>
<u>GAD403</u>	<u>Level Design</u>	<u>3</u>
<u>GAD411</u>	<u>Interactive Game Prototyping</u>	<u>3</u>
<u>GAD413</u>	<u>Game Production Team</u>	<u>3</u>

**SPECIALTY COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
GAD421	Advanced Game Prototyping	3
GAD422	Advanced Game Production Team	3
IMD122	Introduction to Authoring	3
IMD123	Program Logic	3
IMD202	Scriptwriting for Interactive Media	3
IMD203	Introduction to Scripting Languages	3
IMD213	Intermediate Scripting Languages	3
IMD223	Advanced Scripting Languages	3
IMD230	Concepts in Motion Design	3
IMD240	Interactive Motion Graphics	3
IMD250	Interactive Motion Scripting	3
MMA121	Character & Object Design	3
MMA122	Introduction to 2-D Animation	3
MMA201	3-D Modeling	3
MMA211	3-D Animation	3
MMA225	Hard Surface and Organic Modeling	3
MMA305	Background Design & Layout	3
MMA306	Character Modeling	3
MMA307	Materials & Lighting	3
MMA316	Character Animation	3
MWD111	Introduction to Multimedia	3
RS111	Business Law	3
RS200	Career Development	3
RS201	Portfolio Preparation	3
RS202	Portfolio Presentation	3
RS251	Project Management	3
****	Elective	3

**SPECIALTY COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
****	Elective	3
****	Elective	3

**GENERAL EDUCATION / LIBERAL ARTS COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
MS100	Computer Applications	4
GE110	English Composition	4
GE120	College Mathematics	4
GE130	Art History	4
GE140	Speech and Communication	4
GE150	Natural Science	4
GE160	Psychology	4
GE200	Sociology	4
GE201	Historical & Political Issues	4
GE220	World Civilization	4
GE250	Anthropology	4
GE260	Research and Technical Writing	4

Number of Credit/Clock Hrs. in Specialty:	<u>144</u>	/	<u>192</u>	Percentage:	<u>75</u>
Number of Credit/Clock Hrs. in General Courses:	<u>4</u>	/	<u>192</u>	Percentage:	<u>2</u>

If applicable:

Number of Credit/Clock Hrs. in Liberal Arts:	<u>44</u>	/	<u>192</u>	Percentage:	<u>23</u>
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Wed-	7:30 am	–	7:00 pm
Thur-	11:00 am	–	7:00 pm
Fri-	9:00 am	–	1:00 pm
Sat -	8:30 am	–	3:00 pm

There is one full time MLS librarian and two part time Student workers whose hours total 30 per week.

**2. Number of volumes of professional material:**

1656 volumes

**3. Number of professional periodicals subscribed to:**

48 periodicals

**4. Other library facilities in close geographical proximity for student access:**

Marion County Public Library  
Indianapolis Museum of Art Library  
Indiana University/Purdue University Indianapolis

**\*\* Include all required documentation pertaining to the qualifications of each instructor.**

**Total # of Faculty in the Program:** 9 **Full-time:** 1 **Part-time:** 8

**Fill out form below: (PLEASE LIST NAMES IN ALPHABETICAL ORDER.)**

[illegible]

**INDIANA COMMISSION ON  
PROPRIETARY EDUCATION**

**DEGREE APPLICATION**  
*(New or Renewal program)*

*Use the <tab> key to advance to the next field, or select a field by clicking the cursor.*

Name of Institution The Art Institute of Indianapolis

Name of Program Hospitality Management, Bachelor of Science

Level of Degree (AAS, AS, AA, BAS, BA, BS, MBA, MAS, MA, MS, Ph.D.) BS

Name of Person Preparing this Form Carol Kelley

Telephone Number 317-613-4800 Application Type

Date the Form was Prepared 10/19/06 ☒ New ☐ Renewal

**I. PROGRAM OBJECTIVES:** Describe what the program is designed to achieve and explain how it is structured in order to accomplish the objectives.

**Program Mission**

The mission of the Hospitality Management program is to prepare future leaders for entry level management in the hospitality industry and to provide a quality educational environment for students to become learners, to possess the skills, knowledge, creativity, and ethics necessary in the rapidly changing, culturally diverse hospitality industry.

**Program Description**

The program will blend theoretical and hands-on learning in the areas of management, human resources, accounting, food and beverage operations and lodging operations. Externships are an integral part of the curriculum as they provide an opportunity for application to real world situations ultimately culminating into a career portfolio and entry level management positions in restaurant, catering, hotels and other segments of the hospitality industry. Students also have the opportunity to focus on special topics related to the hospitality industry via their electives.

The Hospitality Management Bachelor degree program contains several curriculum threads. These include:

**Food and Beverage**

- Introduction to Culinary Skills
- Theories and Concepts of Culinary Techniques
- Sanitation & Safety
- Garde Manger
- Introduction to Pastry
- Current Cuisine
- Menu Management
- Beverage Management
- Exploring Wines and the Culinary Arts

**Financial**

Introduction to Accounting Principles  
Internal Controls for the Hospitality Industry  
Foodservice Financial Management

**Management**

Introduction to Hospitality Industry  
Purchasing & Product Identification  
Trends in Hospitality  
Professional Selling  
Service Management  
Catering and Event Management  
Facilities Management and Design  
Hospitality Information Systems  
Quality Management  
Safety and Security  
Legal issues in Hospitality Management  
Externships  
Career Portfolio-Capstone

**Lodging**

Tourism  
Hotel Operations

**Human Resource Management**

Management & Supervision  
Principles of Leadership  
Staff Training & Development  
Organizational Development  
Career Development

**Analysis of Employment and Salary Range**

Graduates of this program may expect to work in the diverse environment of the hospitality industry. This includes hotels and lodging, conference centers and resorts, hospitals and long-term health care facilities, and food preparation firms including larger food production companies, national chains and franchises, and catering.

Some of the positions that graduates of this program may expect to hold are: Hotel Assistant Manager, Assistant Food Service Manager, and other entry-level management positions. Traditionally, restaurant managers have been promoted from their positions as servers, cooks, or cashiers in smaller independently owned restaurants. Many companies, both large and small, are now looking for managers that possess a bachelor's degree. These positions include responsibilities in both "front of the house" which is visible to guest and patrons and "back of the house" which include administrative responsibilities that allow a business or facility to run smoothly. The preferred degree is a Bachelor's degree in Hospitality Management. Externships and work experience in this field enhance a student's opportunity for employment as does a second language, preferably Spanish.

**II. PROGRAM STRUCTURE:** List all courses in the program. Indicate course name, number, and number of credit hours or clock hours for each course.

NAME OF PROGRAM: Hospitality Management, Bachelor of Science

TOTAL COURSE HOURS: 192 Check one: Quarter Hours ☒ ☐

Semester Hours 

Clock Hours

LENGTH OF PROGRAM: 12 Quarters TUITION: \$72,960

**SPECIALTY COURSES:**

Course Number	Course Title	Course Hours
CUL103	Introduction to Culinary Skills	6
CUL104	Theories & Concepts of Culinary Techniques	3
CUL112	Sanitation and Safety	3
CUL121	American Regional Cuisine	6
CUL132	Management by Menu	3
CUL135	Purchasing & Product Identification	3
CUL141	Regional American Cuisine	3
CUL201	Garde Manger	6
CUL212	Career Development Supervision	3
CUL242	Planning & Controlling Costs	3
CUL244	Asian Cuisine	3
CUL245	International Cuisine	3
CUL249	Introduction to Pastry Techniques & Artistry	6
CUL252	Food & Beverage Operations Management	3
CUL420	Exploring Wines & the Culinary Arts	3
CUL472	Senior Capstone Portfolio	3
CM226	Catering & Event Management	3
CM303	Etiquette for Today's Professional	3
CM330	Facilities Management & Design	3



**SPECIALTY COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
CM337	Foodservice Technology & Information	3
CM343	Hospitality Marketing	3
CM345	Quality Service Management & Training	3
CM348	Legal Issues & Ethics for Culinaricians	3
CM400	Foodservice Financial Management	3
CM432	Global Management & Operations in the Hospitality Industry	3
HM101	Introduction to Hospitality Industry	3
HM111	Service Management	3
HM115	Trends in Hospitality	3
HM221	Internal Controls for the Hospitality Industry	3
HM231	Customer Service	3
HM241	Staff Training and Development	3
HM251	Hotel Operations	3
HM252	Tourism	3
HM261	Safety and Security	3
FM234	Professional Selling	3
RS111	Business Law	3
RS299	Internship	3
RS221	Introduction to Accounting Principles	3
RS333	Leadership & Organizational Development	3
RS341	Human Resource Management	3
RS499	Management Externship	3
****	Elective	3
****	Elective	3
****	Elective	3

**SPECIALTY COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>

**GENERAL EDUCATION / LIBERAL ARTS COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
MS100	Computer Applications	4
MS101	Nutrition Science	4
GE110	English Composition	4
GE120	College Mathematics	4
GE140	Speech and Communication	4
GE150	Natural Science	4
GE160	Psychology	4
GE200	Sociology	4
GE201	Historical & Political Issues	4
GE220	World Civilization	4
GE280	Conversational Spanish I	4
GE290	Conversational Spanish II	4

Number of Credit/Clock Hrs. in Specialty:	<u>144</u>	/	<u>192</u>	Percentage:	<u>75</u>
Number of Credit/Clock Hrs. in General Courses:	<u>8</u>	/	<u>192</u>	Percentage:	<u>4</u>

If applicable:					
Number of Credit/Clock Hrs. in Liberal Arts:	<u>40</u>	/	<u>192</u>	Percentage:	<u>21</u>

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Fri-	9:00 am	–	1:00 pm
Sat -	8:30 am	–	3:00 pm

There is one full time MLS librarian and two part time Student workers whose hours total 30 per week.

**2. Number of volumes of professional material:**

1656 volumes

**3. Number of professional periodicals subscribed to:**

48 periodicals

**4. Other library facilities in close geographical proximity for student access:**

Marion County Public Library  
Indianapolis Museum of Art Library  
Indiana University/Purdue University Indianapolis

**\*\* Include all required documentation pertaining to the qualifications of each instructor.**

**Total # of Faculty in the Program:** 2 **Full-time:** 0 **Part-time:** 2

Fill out form below: (PLEASE LIST NAMES IN ALPHABETICAL ORDER.)

[illegible]

**INDIANA COMMISSION ON  
PROPRIETARY EDUCATION**

**DEGREE APPLICATION**  
*(New or Renewal program)*

*Use the <tab> key to advance to the next field, or select a field by clicking the cursor.*

Name of Institution	<u>The Art Institute of Indianapolis</u>		
Name of Program	<u>Media Arts &amp; Animation, Bachelor of Science</u>		
Level of Degree (AAS, AS, AA, BAS, BA, BS, MBA, MAS, MA, MS, Ph.D.)	<u>BS</u>		
Name of Person Preparing this Form	<u>Carol Kelley</u>		
Telephone Number	<u>317-613-4800</u>	<u>Application Type</u>	
Date the Form was Prepared	<u>10/3/06</u>	<input checked="" type="checkbox"/> New	<input type="checkbox"/> Renewal

**I. PROGRAM OBJECTIVES:** Describe what the program is designed to achieve and explain how it is structured in order to accomplish the objectives.

## **Program Mission:**

The Bachelor's level Media Arts and Animation program provides graduates with the relevant career skills needed to obtain and develop careers in the animation industry. The goal is accomplished through a focused curriculum based on industry validated program exit competencies. Faculty who possess industry experience and content expertise as well as appropriate resources support the curriculum.

## **Animation Industry**

During the past few years, the animation industry has experienced dynamic change. Some of these changes have positively effected the industry while others have not. Some of the changes impacting the animation industry include division into two distinct segments – traditional and computer, birth of the dot-com, demise of the dot-com's, layoffs in the entertainment industry, cyclical nature, and expansion into worldwide markets. At the present time, the industry is depressed. No one who works in the animation industry expects the market to stay depressed. For the short-term (next two years), however, the outlook is expected to remain tight.

While animation came into existence a number of years ago, computer technologies, primarily software, created additional opportunities in the recent past. With its entry, technology divided the industry into traditional and computer animation. Given recent industry changes, computer animation is no longer the specialization it used to be. While no employer denies that both types of animation, traditional and computer animation, need animators, they forecast less need for computer animation specialists without other training.

Animation exists as a part of a number of other industries. People in business and government who track industries are only slowly clarifying their reporting. The business of animation has been projected to continue to grow. In 1996, the computer animation industry was worth \$11.6 billion. The Roncarelli Report estimated that the worldwide market for animation was \$30 billion in 2001.

The cyclical nature of the industry represents one of many factors impacting the current state. This particular cycle, however, has been more dramatic and accompanied by other changes.

The worldwide growth of the animation industry impacts the industry in the United States. Employers interviewed as well as the Advisory Panel, pointed out that animation studios outside the United States, especially those in Southeast Asia, Japan, and Korea, are competing very strongly for U.S. animation projects. The steady growth in numbers of animation production personnel in these countries will continue to drive down the salaries and numbers of positions available for entry-level personnel in the United States.

A change in hiring practices represents another factor impacting the industry. Companies in the industry (such as Pixar, Pacific Data Images, and ILM) have slowed hiring or moved to a project production basis. Companies producing feature films use very specialized teams. Some individuals specialize not just in modeling but also in modeling a particular type of creature. As is usual in live action films, animation films are produced with a team who will most likely be laid off at the completion of the production.

Although generally perceived as growing, business and corporate use of animation is almost impossible to document with firm sales numbers. Estimating the dollar revenues of animation for corporate or Web use is plagued by the same issues that affect multimedia and Web design in general. These fields do not break out multimedia, Web, or animation as particular subportions of the advertising, communications, or other business uses. However, the past 18 months have generally seen a decline in the sale of animation software packages. This is sometimes balanced by increased revenues outside North America.

## **Program Need**

The Bureau of Labor Statistics (BLS) sees this field as growing. The BLS tracks “multi-media artists and animators” whom they define as workers who “create special effects, animation or other visual images using film, video, computers, or other electronic media.”

This category is an art and design occupation considered as part of “Artists and Related Workers”. The whole category of artists and related workers comprises about 147,000 jobs in 2000. Not all of these jobs are animators of course, since this group includes art directors and fine artists as well. Designers are not included in this category.

Half of the category “Artists and Related Workers” were self-employed. Those who worked with firms worked in motion picture, television, computer software, printing, publishing and public relations firms. Employment for this group is expected to grow as fast as most occupations throughout 2010 but to remain highly competitive. The BLS study expects demand for illustrators and animators to come from new opportunities in entertainment although competition

is expected to be especially fierce.

In 1999 National Occupational Employment and Wage Estimates, the BLS estimated about 30,530 workers in the category Multi-media Artists and Animators. In other analysis by the same group, the number of workers is rounded to about 40,000. About 7.5% to 10% of these (4,000 estimated) work in the Motion Picture Production segment of the economy. This expected to grow by about 75% up to 2010, adding about 3,000 workers. These numbers are jolted significantly by layoffs in 2001.

**II. PROGRAM STRUCTURE:** List all courses in the program. Indicate course name, number, and number of credit hours or clock hours for each course.

NAME OF PROGRAM: Media Arts and Animation, Bachelor of Science

TOTAL COURSE HOURS: 192 Check one: Quarter Hours ☒ ☐

Semester Hours 

Clock Hours

LENGTH OF PROGRAM: 12 Quarters TUITION: \$72,960

**SPECIALTY COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
AD235	Storyboarding	3
DMP131	Introduction to Video	3
DMP132	Introduction to Audio	3
GD101	Drawing & Perspective	3
GD102	Fundamentals of Design	3
GD104	Color Theory	3
GD111	Life Drawing	3
GD113	Typography	3
GD114	Digital Imaging	3
GD202	Electronic Design	3
GD211	Digital Illustration	3
GD222	Advanced Life Drawing	3
GD411	Advanced Digital Imaging	3
MMA121	Character & Object Design	3
MMA122	Introduction to 2-D Animation	3
MMA201	3-D Modeling	3
MMA202	Computer Paint	3
MMA203	Intermediate 2-D Animation	3
MMA211	3-D Animation	3



**SPECIALTY COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
MMA212	Camera & Lighting Techniques	3
MMA225	Hard Surface and Organic Modeling	3
MMA305	Background Design & Layout	3
MMA306	Character Modeling	3
MMA307	Materials & Lighting	3
MMA316	Character Animation	3
MMA321	Compositing	3
MMA325	Pre-Production Team	3
MMA327	Intermediate 3-D Animation	3
MMA328	Advanced Lighting & Texture	3
MMA405	3-D Visual Effects	3
MMA406	Advanced 3-D Animation	3
MMA411	2-D Animation Studio	3
MMA412	Animation Production Team	3
MMA416	Computer Animation Studio	3
IMD230	Concepts in Motion Design	3
IMD240	Interactive Motion Graphics	3
MWD231	Web Animation	3
RS100	Survey of Media & Design	3
RS111	Business Law	3
RS114	Introduction to Business Practices	3
RS200	Career Development	3
RS201	Portfolio Preparation	3
RS202	Portfolio Presentation	3
RS299	Internship	3
RS251	Project Management	3
****	Elective	3

**SPECIALTY COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
****	Elective	3
****	Elective	3

**GENERAL EDUCATION / LIBERAL ARTS COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
GE100	Computer Applications	4
GE110	English Composition	4
GE120	College Mathematics	4
GE130	Art History	4
GE140	Speech and Communication	4
GE150	Natural Science	4
GE160	Psychology	4
GE200	Sociology	4
GE201	Historical & Political Issues	4
GE220	World Civilization	4
GE250	Anthropology	4
GE260	Research and Technical Writing	4

Number of Credit/Clock Hrs. in Specialty:	<u>144</u>	/	<u>192</u>	Percentage:	<u>75</u>
Number of Credit/Clock Hrs. in General Courses:	<u>4</u>	/	<u>192</u>	Percentage:	<u>4</u>

If applicable:

Number of Credit/Clock Hrs. in Liberal Arts:	<u>44</u>	/	<u>192</u>	Percentage:	<u>21</u>
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**III. LIBRARY: Please provide information pertaining to the library located in your institution.**

The library is located on the second floor of the Art Institute of Indianapolis.

The hours are :

Mon-	7:30 am	–	7:00 pm
Tues-	7:30 am	–	7:00 pm
Wed-	7:30 am	–	7:00 pm
Thur-	11:00 am	–	7:00 pm
Fri-	9:00 am	–	1:00 pm
Sat -	8:30 am	–	3:00 pm

There is one full time MLS librarian and two part time Student workers whose hours total 30 per week.

**2. Number of volumes of professional material:**

1656 volumes

**3. Number of professional periodicals subscribed to:**

48 periodicals

**4. Other library facilities in close geographical proximity for student access:**

Marion County Public Library  
Indianapolis Museum of Art Library  
Indiana University/Purdue University Indianapolis

**\*\* Include all required documentation pertaining to the qualifications of each instructor.**

**Total # of Faculty in the Program:** 9 **Full-time:** 1 **Part-time:** 8

Fill out form below: (PLEASE LIST NAMES IN ALPHABETICAL ORDER.)

[illegible]

**INDIANA COMMISSION ON  
PROPRIETARY EDUCATION**

**DEGREE APPLICATION**  
*(New or Renewal program)*

*Use the <tab> key to advance to the next field, or select a field by clicking the cursor.*

Name of Institution The Art Institute of Indianapolis

Name of Program Photography, Bachelor of Science

Level of Degree (AAS, AS, AA, BAS, BA, BS, MBA, MAS, MA, MS, Ph.D.) BS

Name of Person Preparing this Form Carol Kelley

Telephone Number 317-613-4800 Application Type

Date the Form was Prepared 10/3/06 ☒ New ☐ Renewal

**I. PROGRAM OBJECTIVES:** Describe what the program is designed to achieve and explain how it is structured in order to accomplish the objectives.

**Program Mission**

The Photography program prepares graduates for entry-level positions in photography. Emphasis is placed on the development of fundamental industry skills needed to produce compelling imagery, as well as communication and business skills appropriate to market needs.

**Program Description**

The Bachelor's degree program in Photography reflects the continued impact of technology in the photography industry and the breadth of skills needed by graduates to maintain and increase marketability and success upon completion of their degree. Specifically, this program model contains:

- Courses focused on the increased level of skill and expertise required in areas such as digital color management, digital asset management, lighting, composition, and image manipulation to provide a strong technical and creative foundation
- Courses that focus on a breadth of related skills in HTML, web, and video that supplement and enhance photographic foundations
- Courses in business fundamentals, business operations, and marketing with competencies in communications skills, ethics, and professional behavior needed by photographers, especially those who are self-employed
- An opportunity for an internship related to their chosen profession
- Three elective courses on special topics related to students' areas of interest such as fashion photography, food styling, wedding and even photography, etc.

**Current Status and Employment Outlook**

Seven Art Institutes currently offer programs in Photography. The Associate degree program is most prevalent, however a diploma program is offered at The Art Institute of Ft. Lauderdale and

the Bachelor's degree is gaining implementation. Average graduate placement rates and annual average salaries for the 2004 calendar year are as follows:

	<b>Average % Placed</b>	<b>Average Annual Salary</b>
<b>Associate's Degree</b>	85.6%	\$25,532
<b>Diploma</b>	83.3%	\$25,385
<b>Bachelor's Degree</b>	92.3%	\$26,438
<b>Total:</b>	85.8%	\$25,582

The majority of our graduates are self-employed. This is consistent with recent research by the U.S. Bureau of Labor Statistics that reported in 2002, photographers held 130,000 jobs in the U.S. and more than 50% were self-employed, a much higher proportion than the average for all occupations that were reviewed. The Bureau also reported that median annual salaries for photographers were \$24,040 and the highest 10% earned more than \$49,920. The highest median salaries (\$32,200 - \$43,200) were in Nevada, Washington DC, and Washington State.

Employment opportunities for photographers are expected to increase about as fast as average for all occupations through 2012. Demand for portrait photographers is expected to increase as the population increases. Also, as the number of magazines, newspapers, and journals are increasingly published online and Internet sales and marketing continues to rise, commercial photographers and photojournalists will be needed to provide images. It is anticipated that at least 50% of photographers will continue to be self-employed through 2012. The greatest job opportunities through 2012 are anticipated in Nevada (+41% increase), Colorado (+18% increase), Oregon (+15% increase), and Florida (+15% increase).

**II. PROGRAM STRUCTURE:** List all courses in the program. Indicate course name, number, and number of credit hours or clock hours for each course.

NAME OF PROGRAM: Photography, Bachelor of Science

TOTAL COURSE HOURS: 192 Check one: Quarter Hours ☒ ☐

Semester Hours 

Clock Hours

LENGTH OF PROGRAM: 12 Quarters TUITION: \$72,960

**SPECIALTY COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
DMP131	Introduction to Video	3
GD101	Drawing and Perspective	3
GD102	Fundamentals of Design	3
GD104	Color Theory	3
GD114	Digital Imaging	3
GD121	Design Layout	3
GD202	Electronic Design	3
GD211	Digital Illustration	3
GD221	Print Production	3
GD225	Photography Techniques	3
GD301	Professional Practice	3
GD402	Art Direction	3
GD411	Advanced Digital Imaging	3
IMD121	Web Scripting	3
IMD323	Web Marketing	3
PH103	Digital Lab Techniques	3
PH104	Principles of Photography	3
PH106	Large Format Photography	3
PH138	Lighting	3

**SPECIALTY COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
PH114	Color Management	3
PH111	History of Photography I	3
PH139	Photojournalism	3
PH203	Digital Photographic Production	3
PH204	Advanced Principles of Photography	3
PH210	Location Photography	3
PH212	Studio Photography	3
PH215	Portraiture Photography	3
PH222	Editorial Photography	3
PH223	Photographic Materials and Processes	3
PH303	Digital Prepress	3
PH324	Corporate/Industrial Photography	3
PH325	Advertising Photography	3
PH326	Architectural Photography	3
PH338	Advanced Lighting	3
PH348	Photo and Media Criticism	3
PH353	Event Photography	3
PH415	Advanced Portraiture Photography	3
RS121	Fundamentals of Marketing	3
RS131	Fundamentals of Advertising	3
RS200	Career Development	3
RS201	Portfolio Preparation	3
RS202	Portfolio Presentation	3
RS299	Internship	3
RS333	Leadership & Organizational Development	3
RS399	Special Topics	3
***	Elective	3



**SPECIALTY COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
****	Elective	3
****	Elective	3

**GENERAL EDUCATION / LIBERAL ARTS COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
MS100	Computer Applications	4
GE110	English Composition	4
GE120	College Mathematics	4
GE130	Art History	4
GE140	Speech and Communication	4
GE150	Natural Science	4
GE160	Psychology	4
GE200	Sociology	4
GE201	Historical & Political Issues	4
GE220	World Civilization	4
GE250	Anthropology	4
GE260	Research and Technical Writing	4

Number of Credit/Clock Hrs. in Specialty:	<u>144</u>	/	<u>192</u>	Percentage:	<u>75</u>
Number of Credit/Clock Hrs. in General Courses:	<u>4</u>	/	<u>192</u>	Percentage:	<u>2</u>

If applicable:

Number of Credit/Clock Hrs. in Liberal Arts:	<u>44</u>	/	<u>192</u>	Percentage:	<u>23</u>
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48 periodicals

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Indianapolis Museum of Art Library  
Indiana University/Purdue University Indianapolis

**\*\* Include all required documentation pertaining to the qualifications of each instructor.**

**Total # of Faculty in the Program:** 9 **Full-time:** 1 **Part-time:** 8

Fill out form below: (PLEASE LIST NAMES IN ALPHABETICAL ORDER.)

[illegible]

## INSTRUCTOR'S QUALIFICATION RECORD

**Please TYPE the form.**

NAME OF INSTITUTION: The Art Institute of Indianapolis

GE100 Computer Applications
DMP 131 Introduction to Video
DMP 132 Introduction to Audio
RS 100 Survey of Media and Design
GD 114 Digital Imaging
GD211 Digital Illustration
GD202 Electronic Design
IMD121 Web Scripting
IMD122 Introduction to Authoring
IMD201 Web Authoring
IMD230 Concepts in Motion Design
IMD240 Interactive Motion Graphics
IMD250 Interactive Motion Scripting

Source of Training/Education	Location	Area or Subject of Training/Education	Period of Attendance	
			From:	To:
Indiana University	Indianapolis, IN	Media Arts and Sciences	1999	2005
Purdue University	West Lafayette, IN	Applied Computer Science	1999	2001
Ball State University	Muncie, IN	Fine Art	1964	1968

Applicable Experience	Location	Exact Nature of Experience	Employment Period	
			From:	To:
Ellison Design	Indianapolis, IN	Contract work in web development, advertising, video film for TV, print, art direction, illustration, animation and copywriting	1985	Present
Tatham, Laird, Kudner	Chicago, IL	Associate Creative Director/Senior Writer	1984	1985
Foote, Cone, Bleding	Chicago, IL	Art Director/Account Supervisor	1983	1983
J. Walter Thompson	Chicago, IL	Art Director, Account Supervisor	1978	1981

### INSTRUCTOR'S QUALIFICATION RECORD

***Please TYPE the form.***

NAME OF INSTITUTION: The Art Institute of Indianapolis

GD102 Fundamentals of Design
GD104 Color Theory
GD114 Digital Imaging
GAD101 Introduction to Game Development
GAD211 Game Design and Game Play
GAD250 Texture Mapping for Games
IMD123 Program Logic
IMD203 Introduction to Scripting Languages

<b>Source of Training/Education</b>	<b>Location</b>	<b>Area or Subject of Training/Education</b>	<b>Period of Attendance</b>	
			<b>From:</b>	<b>To:</b>
Columbus College of Art and Design	Columbus, OH	Illustration	1991	1995

  

<b>Applicable Experience</b>	<b>Location</b>	<b>Exact Nature of Experience</b>	<b>Employment Period</b>	
			<b>From:</b>	<b>To:</b>
ITT Technical Institute	Louisville, KY	Taught multimedia, CAD, game design, programming	2004	2005
Activision-Shaba Studio	San Francisco, CA	Produced 3D graphics and tools for video games	2001	2002
Z-Axis Ltd.	Hayward, CA	Produced 3D graphics backgrounds for video	1999	2000
PDI-Dreamworks Feature Animation	Palo Alto, CA	Technical Artist	1998	1999

## INSTRUCTOR'S QUALIFICATION RECORD

***Please TYPE the form.***

NAME OF INSTITUTION: The Art Institute of Indianapolis

[illegible]

<b>Source of Training/Education</b>	<b>Location</b>	<b>Area or Subject of Training/Education</b>	<b>Period of Attendance</b>	
			<b>From:</b>	<b>To:</b>
Ball State University	Muncie, IN	Visual Arts Education	08-90	12-94
<b>Applicable Experience</b>	<b>Location</b>	<b>Exact Nature of Experience</b>	<b>Employment Period</b>	
			<b>From:</b>	<b>To:</b>
Emmerich Manual High School	Indianapolis, IN	Taught computer graphics, art, ceramics, sculpture	1995	Present
Indianapolis Art Center	Indianapolis, IN	Taught high school portfolio	1995	2003

## INSTRUCTOR'S QUALIFICATION RECORD

***Please TYPE the form.***

NAME OF INSTITUTION: The Art Institute of Indianapolis

ID 111 Architectural Drafting I
ID113 Introduction to Interiors
ID121 Architectural Drafting II
ID202 Space Planning
ID204 CAD I

Source of Training/Education	Location	Area or Subject of Training/Education	Period of Attendance	
			From:	To:
Purdue University -	West Lafayette, IN	Interior Design	08-04	12-05
Faculdade Belas Artes	Sao Paulo, Brazil	Architecture	12-99	12-01
Faculdade Belas Artes	Sao Paulo, Brazil	Interior Design	06-96	11-99
Applicable Experience	Location	Exact Nature of Experience	Employment Period	
			From:	To:
Purdue University	West Lafayette, IN	Teacher Assistant	08-05	Present
Julie O'Brien Design Group	Carmel, IN	Residential Remodels	08-05	12-05
Maregatte Interiors	Indianapolis, IN	Job books, floor plan reorganization	11-03	05-04
Bullara & Stinchi Designer Group	San Paulo, Brazil	Designed commercial & residential interiors	09-02	03-03



### INSTRUCTOR'S QUALIFICATION RECORD

***Please TYPE the form.***

NAME OF INSTITUTION: The Art Institute of Indianapolis

GE092 Transitional Math
GE120 College Mathematics
GE121 Retail Mathematics

<b>Source of Training/Education</b>	<b>Location</b>	<b>Area or Subject of Training/Education</b>	<b>Period of Attendance</b>	
			<b>From:</b>	<b>To:</b>
Indiana University - Bloomington	Bloomington, IN	School Administration	01-00	08-01
University of Tennessee	Knoxville, TX	Math Education	08-85	12-89
<b>Applicable Experience</b>	<b>Location</b>	<b>Exact Nature of Experience</b>	<b>Employment Period</b>	
			<b>From:</b>	<b>To:</b>
Pike High School	Indianapolis, IN	Taught Algebra and Geometry	10-05	01-06
Andrew J. Brown	Indianapolis, IN	Taught 6th and 7th Grade Math	09-05	10-05
Lawrence North High School	Indianapolis, IN	Taught Algebra, Geometry, Pre-Algebra	08-95	08-01
Memphis City Schools	Memphis, TN	Taught Biology, American Government, U.S. History, Algebra, Geometry	01-90	01-95

## INSTRUCTOR'S QUALIFICATION RECORD

***Please TYPE the form.***

NAME OF INSTITUTION: The Art Institute of Indianapolis

GD101 Drawing and Perspective
GD102 Fundamentals of Design
GD111 Life Drawing
GD121 Design Layout
GD123 Design Concepts
GD214 Corporate Identity
GD402 Art Direction
AD121 Creative and Strategic Planning

Source of Training/Education	Location	Area or Subject of Training/Education	Period of Attendance	
			From:	To:
Southern Illinois University	Edwardsville, IL	Printmaking/Design	1971	1967
Indiana State University	Terre Haute, IN	Studio Art/Art Education	1966	1967
University of Evansville -	Evansville, IN	Art	1960	1964
Applicable Experience	Location	Exact Nature of Experience	Employment Period	
			From:	To:
Outside Source Design	Indianapolis, IN	Creative Director	1995	2003
Eli Lilly & Co.	Indianapolis, IN	Art Director	1983	1995
Cosco	Columbus, IN	Director of Marketing	1974	1978
University of Evansville	Evansville, IN	Instructor of Art	1968	1974

## INSTRUCTOR'S QUALIFICATION RECORD

***Please TYPE the form.***

<b>NAME:</b>	Remsburg	Beth	E.
	<b>(Last)</b>	<b>(First)</b>	<b>(Middle)</b>

NAME OF INSTITUTION: The Art Institute of Indianapolis

GD102 Fundamentals of Design
GD113 Typography
GD123 Design Concepts
GD214 Corporate Identity
GD121 Design Layout
GD204 Media Design

<b>Source of Training/Education</b>	<b>Location</b>	<b>Area or Subject of Training/Education</b>	<b>Period of Attendance</b>	
			<b>From:</b>	<b>To:</b>
Purdue University	West Lafayette, IN	Elementary Education/Visual Communication/Design	08-82	05-96
Purdue University	West Lafayette, IN	Visual Communications	01-89	05-96
<b>Applicable Experience</b>	<b>Location</b>	<b>Exact Nature of Experience</b>	<b>Employment Period</b>	
			<b>From:</b>	<b>To:</b>
vis-à-vis communications design, inc.	Indianapolis, IN	Principal	01-06	Present
Maestro, Inc.	Indianapolis, IN	Partner/Creative Director	01-06	Present
RLR Associates	Indianapolis, IN	Project management, client relations	1999	2005
Progressive Publishing	Indianapolis, IN (No longer in existence)	Design, advertising, production, prepress	1996	1999

## INSTRUCTOR'S QUALIFICATION RECORD

**Please TYPE the form.**

NAME OF INSTITUTION: The Art Institute of Indianapolis

GD101 Drawing and Perspective
GE100 Computer Applications
RS100 Survey of Media and Design
GD211 Digital Illustration
GD202 Electronic Design
GAD101 Introduction to Game Development
GAD250 Texture Mapping for Games
GAD413 Game Production Team

Source of Training/Education	Location	Area or Subject of Training/Education	Period of Attendance	
			From:	To:
Purdue University	West Lafayette, IN	Technical Graphics	08-95	05-99
Purdue University	West Lafayette, IN	Technical Graphics	08-95	05-97
Applicable Experience	Location	Exact Nature of Experience	Employment Period	
			From:	To:
Turbo Squid - Game Flood	New Orleans, LA	Freelance/Contract Artist. Create 2D/3D digital game	06-06	Present
Electronic Arts-Tiburon	Orlando, FL	Art Production Manager, Lead Texture Artist, Texture	06-99	08-05

## INSTRUCTOR'S QUALIFICATION RECORD

**Please *TYPE* the form.**

NAME OF INSTITUTION: The Art Institute of Indianapolis

<b>Source of Training/Education</b>	<b>Location</b>	<b>Area or Subject of Training/Education</b>	<b>Period of Attendance</b>	
			<b>From:</b>	<b>To:</b>
Ball State University	Muncie, IN	Environmental Design, Architecture	08-90	05-96
<b>Applicable Experience</b>	<b>Location</b>	<b>Exact Nature of Experience</b>	<b>Employment Period</b>	
			<b>From:</b>	<b>To:</b>
ITT Technical Institute	Indianapolis, IN	Taught Architectural Graphics	2002	Present
Kawneer Co., Inc.	Franklin, IN	CAD Draftsman/Scheduler	1998	Present
Modernfold, Inc.	New Castle, IN	CAD Draftsman	1996	1999



## INSTRUCTOR'S QUALIFICATION RECORD

**Please TYPE the form.**

<b>NAME:</b>	Wilson	Madeline	K.
	(Last)	(First)	(Middle)

NAME OF INSTITUTION: The Art Institute of Indianapolis

## GE091 Transitional English

## GE110 English Composition

## GE115 Critical Thinking

<b>Source of Training/Education</b>	<b>Location</b>	<b>Area or Subject of Training/Education</b>	<b>Period of Attendance</b>	
			<b>From:</b>	<b>To:</b>
Indiana State University	Terre Haute, IN	English	06-70	08-71
Indiana State University	Terre Haute, IN	English	09-66	05-70
<b>Applicable Experience</b>	<b>Location</b>	<b>Exact Nature of Experience</b>	<b>Employment Period</b>	
			<b>From:</b>	<b>To:</b>
Vigo County School Corp.	Terre Haute, IN	English Teacher	08-02	06-03
South Vermillion School Corp.	Clinton, IN	Substitute Teacher	08-97	05-02
Studio 2 Photography	Terre Haute, IN	Co-owner, Photographer, Office Manager	10-82	12-01
South Vermillion School Corp.	Clinton, IN	Department Chair, English Teacher	08-71	05-78